



The Brand Equity Protection Company

For Immediate Release

Leading Strategic Brand Equity Protection Company Launches New Company Identity.

Ridgefield, Conn., (April 29, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company, officially released its new company identity from its world headquarters in Ridgefield, CT.

S. G. Hart & Associates (S. G. Hart), a strategic brand equity protection and supply chain security consulting company, introduced its new company identity this afternoon along with the official launch of its re-designed World Wide Web site. The new identity program includes a fresh new logo, a re-designed World Wide Web site and important new messaging to describe their enhanced service offerings. The World Wide Web site can be found at www.sghartassociates.com.

S. G. Hart & Associates is focused on the global brand owner with unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike. S. G. Hart helps firms realize their full brand equity protection potential by supporting their clients in the development and implementation of strategies that protect global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

An integral component to the new identity is S. G. Hart's logo which symbolizes the interrelation of brand equity protection and securing the supply chain from disruptions caused by product diversion, counterfeiting, theft and product tampering. Included with the logo and overall identify is the tag line "The Brand Equity Protection Company".

Speaking about the new identity Stanley G. Hart, President and CEO of S. G. Hart remarked, "by introducing depth and movement to the logo, our graphic artist was able to symbolically illustrate that brand equity protection and securing the supply chain are naturally part of a common set of security initiatives that includes a firms most valuable asset, its brand."

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The launch of the enhanced company identity was followed by the unveiling of S. G. Hart's re-designed website marking another significant milestone in S. G. Hart's integrated marketing strategy. Speaking about the re-designed web site, Anthony Miano, Executive Partner with S. G. Hart said "the new site gives S. G. Hart an invaluable tool for communicating with prospective clients, the ability to share S. G. Hart's thought leadership about brand equity protection and a straightforward vehicle to articulate our unique value proposition."

Miano congratulated graphic artist and site designer Birgitte 'Gitte' Elbek of Connecticut based Elbek Systems for a job well done. Elbek remarked about the high quality of work and professionalism of the S. G. Hart team, "It has been a joy to work with S. G. Hart & Associates on establishing their web site. The principals have a clear vision of their business niche, which has translated into concise instructions for what they wanted to convey with the site. It is my hope that the site projects the warmth, professionalism, quality, and attention to detail that characterizes the company."

For more information about S. G. Hart & Associates and the services they provide, visit their web site at www.sghartassociates.com or email info@sghartassociates.com. You may also write to their new address at S. G. Hart & Associates, LLC, 31 Bailey Avenue, Suite 5, Ridgefield, Connecticut 06877, call 203-438-4300 or fax 203-438-3222.

About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a brand equity protection and supply chain security consulting company. S. G. Hart helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering. The focus of the Ridgefield, Connecticut based company is on the global brand owner with an unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike.

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About Elbek Systems

Elbek Systems provides web design and development for clients, with expertise ranging from logo and copy development through server programming. A special focus is on e-commerce and integration with backend systems. You may contact Elbek Systems by visiting www.elbek.com and writing to Birgitte Elbek, Principal of Elbek Systems.

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