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Contact: Steven Nuenighoff
617.581.6644
steve.n@adams-solutions.com

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ADAMS Completes Re-branding for APC Wireless

Concord, Massachusetts—ADAMS is pleased to announce the completion of a re-branding effort for APC Wireless, a company that provides technology solutions for wireless device manufacturers and wireless service providers. ADAMS provided re-branding components including positioning, naming studies and exercises, corporate messaging, and content development. APC, who serves several large companies within the wireless device market, is now backed by a brand that allows the organization to speak to its targeted business-to-business market in addition to the much broader consumer base.

Sam Bahreini of APC stated, “We relied on ADAMS Expertise to help bring APC to the next level. We are part of an expanding market segment and now have the capability to speak with a much broader audience.”

About APC: APC Wireless bridges the gap between wireless producers and merchants by creating tailored electronic solutions for mobile devices. Extensive industry knowledge allows APC to efficiently provide clients with an extensive product selection, and the best value.

About ADAMS: With resolute client focus, ADAMS is a results-driven branding firm that helps clients achieve their goals by developing compelling work grounded in sound strategy. For nearly two decades, we have collaborated with clients across diverse industries to increase their visibility, credibility, and profitability through deliberate, multi-faceted, and creative communications.