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ADAMS Completes Re-branding for the Alliance Companies

Newton, Massachusetts—ADAMS is pleased to announce the completion of the Alliance Companies re-branding. The fulfillment of Alliance's website (www.thealliancecompany.com) is the final step in evolving the company's brand to reflect their maturity as a provider of credit card portfolio services. For their new website, ADAMS provided the Alliance Companies with communications services including design, copywriting, and development. In addition to the website, ADAMS also provided the Alliance Companies with a improved brand identity, market positioning, a new corporate logo, new collateral, tradeshow graphics, and advertising services.

"With a background in financial services, ADAMS was able to understand our business in short-order. Their proactive approach, ability to articulate our brand both visually and verbally, and results focus made for a project that was well conceived, deadline driven, and will help foster Alliance's growth into the future." Said Jeff Coppolo, Managing Partner of the Alliance Companies.

About the Alliance Companies: Alliance Companies is a recognized leader in partnership development and advisory services to the payments industry. With an expertise in consumer lending, portfolio assessment and modeling, co-branded and private label credit cards, debit cards, and credit union and agent bank card programs provides clients with valuable insight to help them make informed decisions and grow their businesses.

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.