

FOR IMMEDIATE RELEASE

**Martopia[®] Launches Comprehensive Rebranding Initiative
Updated “Be Distinct” Brand And Supporting Campaign Emphasizes
Strategy and Creativity To Stand Out From Competition**

St. Charles, IL – April 6, 2010 – Martopia, an award-winning firm that provides a unique blend of branding, marketing, public relations and interactive expertise to help businesses achieve brand distinction, today announced the launch of its newly updated brand. Driven by the new tagline, Be Distinct, the new brand represents Martopia’s progressive personality and philosophy, serving as a call to action for businesses to set themselves apart from competition with strategy and creativity.

The re-brand is part of the firm’s commitment to leading by example with fresh, relevant messaging and includes updated collateral, social media, signage and more headed by a completely re-designed Web site at www.martopia.com. The new Web site features a host of new interactive elements including video, slide shows and social media doorways along with the new mCafe, where visitors and Martopians will gather to share the latest in news, thought-leadership and raw creativity.

As part of the rebranding strategy, Martopia is promoting the update with the *Be Distinct* integrated campaign. Built around a brand new microsite at www.Be-Distinct.com, the initiative is supported by campaign-specific elements that include Be Distinct print collateral, posters, e-mails and Martopia’s new strategy guide, the *Brand Distinction Manifesto*.

“We frequently talk to our clients and prospects about the importance of creating and maintaining strong, distinctive brands through strategic messaging and fresh creativity,” said Martopia President Tami Hernandez. “This rebranding launch is our way of putting sound marketing strategy into practice and showing companies the power of integrated, strategic marketing first-hand. We’re proud of all the hard work our team has put into this comprehensive launch and excited to experience the results.”

About Martopia[®]

Martopia is an award-winning branding, marketing, public relations and interactive firm that helps companies achieve brand distinction through highly strategic, integrated communications programs. Martopia develops groundbreaking strategies to empower its clients to compete strong and clearly stand out from the competition. With offices in Chicago and Ann Arbor, Mich., Martopia works with a broad range of clients nationwide from emerging companies to Fortune 500 corporations. For more information call 866.587.9944 or visit the company’s Web site at www.martopia.com.

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