

Equilliance Releases New Brand Image and Announces \$250K Marketing Campaign

Orlando, 2005-10-27 -- Equilliance today released it's new brand image to a meeting of employees and associates. The new brand image will be introduced to the central Florida market through a \$250K advertising and public relations campaign.

According to Equilliance President, Tim Mattingly, "Although we have quickly become well known in the mortgage and real estate industries, awareness among the general public is lagging. Introducing our brand and our services to the central Florida markets will help us communicate what makes Equilliance special." The new campaign was developed with the assistance of Equilliance's advertising agency of record, Higher Advertising of Orlando, and will initially include billboards, print advertising, direct mail and public relations.

With over 200 associates throughout Florida, Equilliance is a diversified family of companies including one of Florida's largest and most trusted mortgage companies.