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## **3PV® Unveils New Brand Identity; New Logo**

*Leader in Verification Solutions Broadens Brand Platform to Encompass Future Growth*

**Orlando, Fla., March 20, 2006** — On the heels of rolling out its revolutionary new electronic signature *AssureSign™*, 3PV®, a leader in complete verification solutions, has launched a new brand identity that includes a new Web site, logo, colors, collateral materials, trade show booth, promotional video and slogan – *Insight. Imagination. Innovation.*

The new brand identity is an outgrowth of not only the company's rapid growth but also its development of cutting-edge technological products to help its clients verify their customers' choices. The three-word slogan represents the essence of a triple-play strategy on which the company is founded and which distinguishes it from competitors.

"The convergence of *insight*, *imagination* and *innovation* is what we're all about. We pride ourselves on having *insight* into opportunities that others do not see and then *imagining* all of the possibilities to leverage the opportunity. We then create *innovative* ways to capitalize on the opportunity using new technology or unique applications of existing technology," said 3PV's CEO David Brinkman. "This three-tiered process repeats itself again and again in our daily operations. It's what defines our company and sets us apart."

Those familiar with the company will see a dramatic change in its appearance as the new brand rolls out this Spring. The logo consists of a stylized three that is a visual depiction of the triple-play strategy of

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*Insight, Imagination and Innovation*, symbolized by three red balls at the end of each tip of the stylized three. The name 3PV appears below the symbol as part of the platinum and red logo treatment. This look is played out in tones of black, grey, red and white as well as geographic patterns throughout the new Web site and collateral materials.

The new Web site includes more comprehensive content about the company presented in a dramatic and eye-catching fashion, including an animated depiction of the new logo and slogan on the home page. Sections cover details about *AssureSign*, third party verification services, regulatory updates, call recording offerings, and more.

"We're taking 3PV to the next level," said Brinkman in announcing the new brand. "We wouldn't have started this company, if we were going to be satisfied with the status quo. We're never about to rest on our laurels."

The new Web site with details about the company can be found by visiting [www.3PV.com](http://www.3PV.com).

**About 3PV® – Third Party Verification, Inc.**

3PV provides complete verification solutions to a variety of industries. The company is best known as the leader in speech-enabled, live-agent and online third party verification (TPV) and call-recording services for the cable and telephony industries, including both circuit switch and VoIP customers. The company is the first to employ speech-enabled verification, an integrated call-back solution, a patent-pending eLOA™ (electronic letter of agency), and a full-time regulatory compliance officer. With documented industry-leading completion rates higher than 95 percent, all 3PV verification solutions meet or exceed FCC, FTC and state requirements for carrier, utility and commercial services. 3PV's state-of-the-art carrier-grade facility ensures service uptime, security and reliability. Visit [www.3PV.com](http://www.3PV.com) for more information.

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