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**THE 2007 REBRAND 100® AWARD WINNERS EMBODY THE BUSINESS
VALUE OF STRONG BRANDS**

View the complete winners list at www.rebrand.com:

- Blue Shield of California conveys ease, friendliness and innovation for doctors and patients
- DAI - Development Alternatives, Inc. - re-articulates its unique and independent global role
- Duhan d.d. Rijeka rebrand helps grow its retail sales by 20%
- Hard Rock International gains substantial recovery in traffic, retail sales, and consumer attitudes
- Lovelace Health System re-energizes employees, physicians, and staff to spur growth
- P&G's Herbal Essences creates unexpected delight for consumers who love their hair
- United Nations Volunteers rebrand conveys a differentiation and diversity strategy

PROVIDENCE, R.I., July 9, 2007—One hundred of the world's most effective rebrands are among the 2007 ReBrand 100® Global Awards announced today. Representing entries from various countries and over 37 industries as diverse as personal care, retail, financial services, and technology, the 2007 winners exemplify the best in rebranding strategy and design execution across the globe. The ReBrand 100® Global Awards, juried by an esteemed panel of international business leaders, is the highest recognition for brand rebuilding and redesign in the business arena. An international panel converged in Providence, Rhode Island, to jury the third annual competition.

"ReBrand 100 reinforces the fact that brand repositioning involves much more than nice design," said Anaezi Modu, Director, ReBrand. "Evolving and maintaining a coherent and differentiated brand experience among competitors is an ongoing process. Viewing so many successful examples from around the world and from a wide variety of disciplines, in one place, is a rare opportunity."

Winning rebrands serve as learning tools by becoming part of an online repository at www.rebrand.com, the only source for case studies and programs on effective brand transformations.

"Conveying value, an organization's mission, and distinction through brand images and experiences must be simple, effective, and well-executed," said Yang Kim, principal, BBK Studio, and 2007 ReBrand 100 juror. "The winning organizations met the challenge."

The jury reviewed the “before” and “after” scenarios of each brand transformation. The criteria for assessing projects are structured to ensure that winning rebrands:

- had a clear transformation for the better in meeting strategic objectives;
- exceeded expectations and/or incorporated an element of surprise;
- spurred an emotional connection in the target audience; and
- were intelligently executed and capable of implementation organization-wide.

Eligible projects included products, services, companies, non-profit organizations, individuals, cities, countries, buildings and interior environments launched anywhere in the world between January 2004 and September 2006. The rebrand could have been an enterprise-wide effort, or for a single brand component.

This year’s jurors include **Procter & Gamble** Design Director Helen Stringer; **Interbrand** Executive Creative Director Chris Campbell; **Xerox Corporation** Director Worldwide Brand Richard Wergan. Past jurors include **Herman Miller** VP Creative Director Steve Frykholm; **MetaDesign** Chairman and Founder Bill Hill; and **Hasbro** Playskool Brands General Manager Lorrie Copeland. Past award recipients include **SwissLife**, **Unilever**, and **Virgin Atlantic**.

About ReBrand 100®

The ReBrand 100® Global Awards recognize the world’s most effective rebrands: the repositioning, revitalizing and redesign of existing brand assets to meet strategic goals. Organized by ReBrand™, the only source for case studies and programs on effective brand transformations, ReBrand 100 is juried each year by a multidisciplinary, international panel. The 2008 ReBrand 100 entry deadline is September 26, 2007. For entry and sponsorship information, and to learn best practices from winning case studies, visit www.rebrand.com.

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