

**PRESS RELEASE**

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**Release: Immediate**



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**“ IT with Personality ” - VOXIT Strap-line for 2009**

As part of their ongoing growth strategy for 2009, VOXIT has been canvassing customers and strategic partners during the last quarter to gain a clear idea of the perception of the brand. This has culminated the development of a new company advertising slogan or strap-line.

Definition of the strap-line;

“A *strapline* is a British term used as a secondary sentence attached to a brand name. Its purpose is to emphasize a phrase that the company wishes to be remembered by, particularly for marketing a specific corporate image or connection to a product or consumer base.”

Wikipedia.com - [http://en.wikipedia.org/wiki/Advertising\\_slogan](http://en.wikipedia.org/wiki/Advertising_slogan)

VOXIT's company advertising slogan has been developed to convey their personal, bespoke, accessible and friendly service. Therefore the new company strap-line will be “IT with Personality”.

“The new slogan perfectly summarises the ethos of our company and the easy accessibility to our products and services.” *Scott Pinhorne - Managing Director.*

The new slogan will be implemented with immediate effect and used where appropriate on all future marketing materials.

**- Ends**

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