



Protocol Link

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Protocol Link Unveils New Corporate Brand Identity

VERNON HILLS, IL – (February 18, 2008) Protocol Link, Inc., a leading project management and consulting firm to the FDA-regulated life sciences industry, today announced the unveiling of a new corporate brand identity and strategy. The refreshed re-branding effort aligns with the current direction and focus of this global consultancy and solidifies Protocol Link's position as an industry leader.

Protocol Link collaborated with Ologie, an Ohio-based branding agency, to develop a new corporate brand identity and strategy that captures and visually articulates the essence of its business. The multiple-phase branding exercise spanned a period of approximately six months that included interviewing stakeholders, conducting communication and competitive audits, formulating brand and strategy alternatives, and developing creative production. "This re-branding process involved everyone in our company to ensure our brand identity reflects our cohesiveness and core strengths," said Adriane Johnson, Protocol Link's Manager of Business Operations. "Our team played an integral role in communicating who we are as a company to Ologie; that we are smart, focused, confident, honest, and approachable. Ologie was able to translate these attributes into a refreshed brand identity which creates a lasting and memorable presence and ensures that key touch-points capture our message."

To illustrate the breadth and reach of Protocol Link's services, the company adopted a new logo and tagline. The new logo is a play on a monogrammatic solution, evoking perpetual motion and progressive thinking. The tagline, "Process done right," speaks to how Protocol Link goes against the grain and refuses to settle for quick fixes and cookie-cutter solutions to "get things done right the first time, every time," for its clients. This tagline is also a reflection of how Protocol Link runs its business and its absolute commitment to quality outcomes.

"Our goal is to be the consultancy of choice for the FDA-regulated life sciences companies worldwide," said Steven Weltler, President of Protocol Link. "The transformation of our corporate brand identity serves as a platform to communicate our broadened capabilities, and to tell an even more compelling story about Protocol Link."

About Protocol Link

With an established client base worldwide, Chicago-based Protocol Link, Inc., is a leading project management and consulting firm dedicated to providing comprehensive regulatory compliance, quality assurance, cGMP documentation, validation, and technology services to FDA-regulated life sciences companies worldwide. Founded in 1996, Protocol Link's mission is to provide customer-focused services with ethical conduct, mutual trust, and personnel empowerment. Additional information can be obtained by visiting Protocol Link's Web site at: www.protocollink.com.

About Ologie

Founded in 1987, Ologie (www.ologie.com) is an award-winning branding agency that serves national and international clients including Nationwide Insurance, Limited Brands, JP Morgan Chase, Lowe's, DHL, and Alliance Data. The Columbus, Ohio firm's success has attracted dozens of top professionals, enabling the agency to triple in size from 2003 to 2006. Ologie's mission is to build brands that are clear, compelling, and consistent so they will be more known, more unique, and more understood.