



NEWS

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Middough Inc. Unveils New Corporate Brand

New brand reflects commitment to quality, performance, trust and unmatched customer service

CLEVELAND, Ohio (April 8, 2010) — Middough Inc., a top ranking U.S. architectural, engineering and management services company, is pleased to announce its new corporate brand tagline **Performance You Trust™**, this announcement was made by President and CEO, Ronald R. Ledin.

Middough is responding to global changes in architecture, engineering and management services by creating a new business model that is constantly evolving and adapting to keep pace with current and future trends. The innovative brand promise Performance You Trust better represents the new reality of the type of work that is being done at Middough. This is Middough's first-ever brand campaign within the company's 60 year history.

Peter Baka, marketing manager for Middough says the brand's combination of performance and trust supports the company's strategy of delivering a better customer experience at every level. "The new brand is clear, bold and instantly recognizable. The marketing and communication that supports it tells our customers exactly what we can and will do for them. The tagline Performance You Trust reflects our commitment as a company and as a team to deliver on our strategies and achieve our client's goals."

The new Middough tagline underlines that it is moving forward with a new effort for enhanced performance and customer-focus that directly supports its goal to be recognized by customers globally as a leader within the industry through performance they can trust.

"It is essential to the continuing growth of Middough that we consistently deliver what we promise," continued Baka. "Middough understands that the strength of a brand is in consistently delivering value and quality to our customers. This brand reinforces what we do, how we do it and is a true reflection of what Middough is all about."

Middough unveiled its new brand to more than 800 company associates in late February 2010. Associates enjoyed a week-long Performance Week environment filled with branded promotional items, a message from the president and e-mail communications about the new brand. "It is crucial that

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associates understand, believe in, incorporate this strategy into their daily work functions and become ambassadors for this the new brand,” said Baka.

For more information about Middough and its Performance You Trust brand, visit the campaign microsite at www.performanceyoutrust.com.

About Middough Inc.

For more than 60 years, Middough Inc. has been recognized for its performance and leadership as an international company in architecture, engineering and management services. With major offices in Cleveland, Atlanta, Chicago, Houston, Philadelphia, Phoenix, St. Louis and Toledo and additional offices nationally comprising more than 800 professionals, Middough provides a full-range of traditional and specialized design, technical and management services worldwide. For more information about Middough, visit www.middough.com.

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