



FOR IMMEDIATE RELEASE:

July 28, 2010

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The BrandBank Completes Rebranding Project for National Commercial Asset Manager

Presidium Asset Solutions Provides Asset Management Services to Lenders

MINNEAPOLIS, MN – After a national asset management firm recently changed ownership, the new senior management team decided it was time to reposition the existing organization and create a brand that could capitalize on the growing need for commercial asset management services. That company turned to The BrandBank to help execute its rebranding.

Presidium Asset Solutions, a national commercial mortgage and real estate portfolio manager, engaged The BrandBank to help with the company's name change, brand positioning, logo development, Website and collateral system. Presidium is headquartered in downtown Minneapolis and currently services loans on behalf of more than 500 banks and lenders across the country. Presidium manages both performing and non-performing assets.

"We have a very unique and dynamic business," says Bill Nimmo, President and CEO for Presidium. "We already have a tremendous portfolio of clients we're helping now. There's also an opportunity to help other lenders in this environment. So our initial brand positioning and messaging to the marketplace were critical."

The BrandBank worked closely with Presidium's senior management team to develop key message points to existing clients about the changes as well as brand attributes to help attract new business.

"Presidium has unique expertise in loan participations and commercial loan servicing, so we wanted to leverage those strengths as much as possible," says Tom Grady, Senior Marketing Director and Co-Founder of The BrandBank. "We had to take great care not to upset the existing franchise but also look forward and properly position Presidium for new opportunities in the fractured commercial real estate market."

So far, Nimmo says that the changes have been well received by the existing customer base.

"We were able to execute our rebranding without missing a beat," he says. "We're pleased with the results. The team at BrandBank really understood our business and was able to help deliver the tools we need to develop our new brand."

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About The BrandBank

The BrandBank is a full-service marketing firm providing business solutions to independent banks and other financial institutions. It specializes in designing and executing unique brand identities. The BrandBank works directly with owners and senior management to create and implement an integrated strategy to immediately improve brand recognition, strengthen customer loyalty and increase profitability. Its product and service offerings include brand development, website enhancements, e-newsletters, strategic marketing, product/service launches and customer communications. For more information, visit: BrandBankUSA.com.