



**Press Release Contact Information:**

Fred Malone  
CAP Creative  
Media Relations  
1900 Main, Suite 301  
Sarasota, FL  
USA, 34236  
Voice: 941-953-9191  
Fax: 941-953-9155  
E-Mail: [Email us Here](mailto:fred@capcreative.com)  
Website: [Visit Our Website](http://www.capcreative.com)

**Gulf Coast Ad Firm CAP (Creative) Completes Phase One Of Camber Corporation Re-brand**

*CAP Creative, an award-winning Florida advertising, branding and public relations firm, has finished 1st phase of CAMBER Corporation's re-branding. The \$200M Department of Defense Contractor to Get New Look, New Positioning*

**CONTACT:**

Roxanne Joffe  
(941) 953 9191

CAP Completes Phase One Of Camber Corporation Re-brand  
\$200M Department of Defense Contractor to Get New Look, New Positioning

/24-7PressRelease/ - SARASOTA, FL, October 20, 2007 - Sam Stern, CEO of CAP (formally CAP Creative), has announced his company has completed the first phase of an internal and external re-branding project for Huntsville, AL-based Department of Defense (DoD) contractor, Camber Corporation. CAP was chosen several months ago in a nationwide search for a firm which would meet Camber Corporation's specific goal---internal and external branding.

"This was an interesting assignment," said Roxanne Joffe, President of CAP. "Camber grew from a handful of people in 1990 to over 1400 employees today and from the single Huntsville location to 24 US offices and 70 on-site locations throughout the world," she explained. She said Camber sought an overarching brand that would succinctly identify the multiple strengths and capabilities of their company.

"The next step is brand integration," said Stern. "This will be the umbrella that ties all Camber's divisions together both internally and externally."

**About CAP**

CAP, formally CAP Creative, is a Sarasota, FL-based full-service Advertising and Public relations firm specializing in Marketing Strategy and Brand Development. Visit [www.CAPcreative.com](http://www.CAPcreative.com).

**About Camber Corporation**

Camber Corporation is a 100% employee-owned company that provides support and solutions primarily to the DoD, but has also completed numerous private sector and government agency projects. Average yearly revenue is \$200 million. In 2006, Washington Technology named Camber to their Top-100 Fastest Growing Companies list.