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SAEPIO TECHNOLOGIES AWARDS REBRANDING TO TWO WEST, INC.

November 11, 2009

FOR IMMEDIATE RELEASE

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Kansas City, Mo - Kansas City based Saepio Technologies has selected Two West, Inc. to develop the company's new corporate identity and brand. Saepio, a leading provider of Marketing Asset Management (MAM) technology for corporations with distributed marketing needs, has tapped into the transformation design firm to deliver consumer insight, strategic guidance and design that will reinforce the company's brand and support its position as it prepares for global growth. Through customer research and industry trend analysis, Two West will develop a customer-centered brand and messaging platform that will support the company's business goals and connect with a global audience of marketing decision makers.

"We knew that to develop a brand message that resonates with executives of the multinational companies we work with on a daily basis, we needed more than just an advertising agency. Two West is able to develop a deep understanding of our customers and design a brand that will resonate with them," said John P. Thomson, President and CEO of Saepio.

Two West brings more than a decade of experience working with retail and consumer brands that use the Saepio technology. The firm uses the MAM technology to develop effective, customizable and brand compliant marketing solutions for clients such as Sprint.

"Two West knows our product and our users," Thomson said. "The insight they bring to the process will be invaluable as we refine our brand."

Since Thomson became president in 2007, Saepio has experienced significant growth due to an increased focus on innovation. The company's robust platform provides the backbone for high volume, decentralized marketing output. It is used by savvy marketing departments of large brands to improve brand consistency, lower costs and enable speed-to-market of advertisements and other marketing communications.

"Saepio's value proposition hits home with today's marketers who need to deliver a consistent message across multiple markets, sales channels and media. We are proud Saepio has chosen Two West to translate that business value into a strong identity and to position the brand for continued growth," said Ethan Whitehill, CEO and Founder of Two West.

About Two West, Inc.:

*Two West, Inc. is a transformation design firm that helps retail, consumer and entertainment brands discover hidden shopper truths and design solutions that grow awareness, sales and distribution. Two West was founded in 1997 and has offices in Los Angeles and Kansas City, MO.
www.twowest.com*

About Saepio:

*As the leading provider of distributed marketing technology, Saepio provides local marketing management; marketing asset management; marketing storefront and marketing collateral customization solutions.
www.saepio.com*

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