



NEWS RELEASE

For Immediate Release

Armanino McKenna Rebrands

SAN RAMON, CA (January 21, 2013) – Armanino McKenna^{LLP} (www.amllp.com), the 35th largest accounting and business consulting firm in the nation and a provider of integrated audit, tax, consulting services and technology solutions, today unveiled a new brand and visual identity to better represent the firm's growth and evolution.

Armanino McKenna is updating its look and feel as well as simplifying its name to Armanino, a move that reflects how clients and members of the business community commonly refer to the firm. Lori Colvin, partner and chief marketing officer of Armanino says that the change presents an opportunity to project the firm's dynamism in a simple, but powerful visual statement.

"Rebranding aligns our visual presentation closely with what we already stand for and what our clients have come to expect from us; which is our proven ability to go beyond insight and take them to timely, practical action and effective solutions." says Colvin. "Although the firm has a new look, our management, people and services remain the same."

Today, the new Armanino logo will appear on the firm's website, as well as on social media accounts and printed matter. Other items, including newsletters and the firm's headquarters signage will follow soon hereafter. Its web address – www.amllp.com – remains the same. For designation as a Limited Liability Partnership, the name "Armanino^{LLP}" will also be used by the firm.

Note to editors: The new Armanino logo appears at the top of this release. If you'd like more than one treatment, or need it sent in a different format, please contact either Lori Colvin or Curt Olsen at the numbers below.

About Armanino

Headquartered in San Ramon, California, Armanino^{LLP} (www.amllp.com) is the 35th largest accounting and business consulting firm in the nation by revenue with approximately 400 employees at offices in San Francisco and San Jose, California; Naperville, Illinois; Portland, Oregon and Seattle, Washington. The firm provides an integrated set of audit, tax, consulting and technology solutions to a wide range of organizations operating in the U.S. and globally. Armanino focuses on the stages of company lifecycles, supporting its clients by helping them find the right balance of people, process and technology. For global companies, Armanino seamlessly extends its full range of services and resources to more than 100 countries and key financial centers through its membership in Moore Stephens International – one of the world's major accounting and consulting associations. Armanino consultants provide comprehensive services to the CFO organizations of fast-growing companies, including Microsoft Dynamics Implementation, CFO Advisory and Outsourcing services. It also provides a full suite of professional financial and accounting services in attest, tax and auditing. The firm's AMF Media Group division, located at its San Ramon headquarters, delivers strategic

communications management and full-service tactical solutions for marketing, branding, public relations, corporate events and multi-media programming.

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