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## **Pacific Ozone Announces New Identity and Logo**

Benicia, California, November 5, 2007 – Pacific Ozone today announced the release of a new identity and logo for the company's industrial ozone business.

Over the past year, Pacific Ozone has been undergoing a quiet transformation, upgrading all aspects of the firm's operations, materials management, as well as sales, marketing, and engineering. Several key personnel have been added in 2007, including a new Materials Management Team, two sales people for the US and Canada, an electrical engineer, and a senior marketing executive.

The Marketing Team has been working on several fronts over the past six months to upgrade the image and increase the visibility of Pacific Ozone. This work began with a new, look and feel to all marketing communications. The cornerstone of this effort is the creation of a new logotype for Pacific Ozone. The new logo refers to the four basic elements of complete ozone systems: Oxygen/Feed Gas Preparation, Ozone Generation, Mass Transfer, and Control and Monitoring.



**O<sub>2</sub> Oxygen/Feed Gas Prep**

**O<sub>3</sub> Ozone Generation**

**MT Mass Transfer**

**CN Control/Monitoring**

Chris Rombach, President of Pacific Ozone commented, "The new logo graphically reflects the course that we are plotting for our company: to be the leading provider of complete, integrated ozone systems. As the ozone industry matures it is attracting new customers from large, mainstream companies. This client base prefers complete integrated systems sourced from a single point of origin.

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Rombach added, “Our new message defines our permanent goal, to be the most trusted source in our industry.”

The new logo is being integrated into a variety of communication vehicles:

- New corporate capabilities brochure
- New web site
- New tradeshow booth

Bob Smith-McCollum, Vice President of Marketing commented, “These projects are just the beginning. We have plans to revise all of our marketing materials, user guides, and documentation.” Smith-McCollum expects the transition to the new logo and style to be complete in six to nine months.

Pacific Ozone Chairman and CEO, Brian Johnson added, “I’m pleased with the results of this effort to clarify our image. The new logo and identity accurately reflect our vision and plan to move the company forward into the next dynamic phase.”

About Pacific Ozone: Pacific Ozone Technology is a leading supplier of air-cooled, corona discharge ozone generators and integrated ozone contacting systems. In addition to ozone products, Pacific Ozone offers engineering support and development services that meet their customer’s application-specific requirements.

Images: New Pacific Ozone logo, Elements of Ozone Diagram.

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