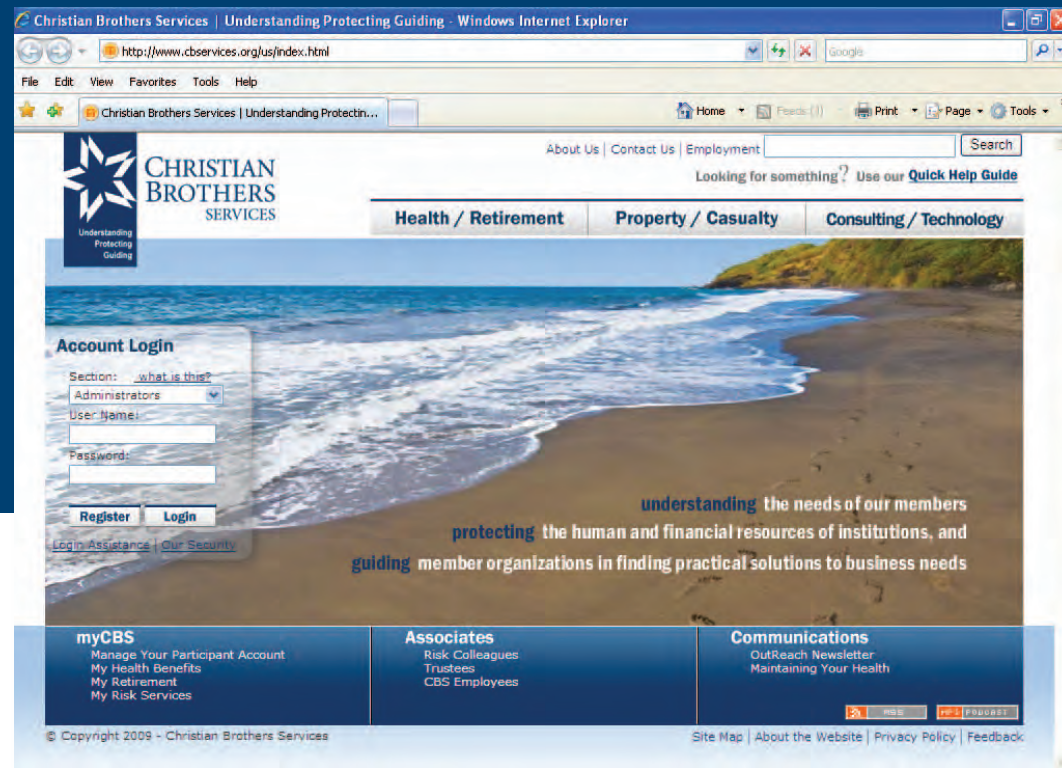


Christian Brothers Services proudly announces...



A “Brand” New Look!

You may have noticed something a little different on our website, envelopes, training manuals, pamphlets and brochures. That’s right, we’ve updated our look! As of August 3, 2009 we have a brand new look; however, our commitment to outstanding customer service hasn’t changed.

Why make changes when things are working? There are many reasons for revitalizing our look and logo. Christian Brothers Services has operated for over 50 years and while our mission hasn’t changed, the world around us has. To stand still means to be left behind and to help us remain competitive we updated our logo. This simplified new logo will help us strengthen our brand and give us greater recognition. Updating the logo and refreshing the look of our materials also allowed us the opportunity to take a look at ourselves and find areas where we could make improvements, like our website. CBS’s web team redesigned the site for easier navigation with updated menus, streamlined pages and smart logins. Our new look also helps us raise awareness of all the services we offer, for instance, many members are not aware we provide website design and development along with many other consulting services.

It was important for us to stay true to our Christian Brothers Lasallian heritage by keeping the five-point star. The updated star is crisp, clean, simple and easy to recognize. The beach scene that graces our website and the cover of many of our brochures and folders is meant

“We need to pay attention to members current and future needs...”

to evoke the feelings of peace of mind and assure members that we’ll be there when you need us. Our tagline, *Understanding Protecting Guiding* put into words our goal for every member transaction: understanding the needs of members, protecting the human and financial resources of institutions, and guiding member organizations in finding practical solutions to business needs.

“Our new look needs to be backed up with quality service,” cautions Brother Michael Quirk, FSC, president and CEO of Christian Brothers Services, “we need to pay attention to members current and future needs and be ready to offer assistance with the same outstanding customer service Christian Brothers Services has come to represent.”

Revitalizing our look created an excitement among the staff at Christian Brothers Services. “It gives everybody a commonality,” offers Pamela Mott, chief human resources officer for Christian Brothers Services, “regardless of how long people have been here it’s a new experience for everyone.” That excitement has translated to our members as well. Over the past several months we have received many calls and letters from members that echo the same excitement over our new look.

In this quickly changing world where nothing stays the same, you can rest assured that even with an updated logo and a new look, we are the same committed Catholic organization that values its members and lists outstanding customer service as its number one goal.

