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BARRA GWYNN ENTERPRISES ROLLS OUT NEW CORPORATE BRANDING AND LAUNCHES NEW WEBSITE DESIGN

Revamped image “reaches and drives” a clear, new positioning message

Yorba Linda, Calif. – March 7, 2007 – Barra Gwynn Enterprises (BGE), a leading consultancy offering expert strategic planning, technical insight, operations perfection, leadership training and executive coaching to transitioning businesses, today announced a new corporate branding and logo design and the launching of its new website design (www.barragwynn.com.)

In late 2006, BGE integrated a fresh business charter requiring aggressive change in its corporate communications strategy. Supporting a plan to build industry, consumer and media awareness of BGE's principal Mo Aiken as a dynamic, innovative speaker, writer, coach, author and trainer, and simultaneously expand market segments, BGE implemented a comprehensive, proactive marketing and publicity plan to re-brand the Company.

The completely re-designed website introduces numerous features including a new corporate logo, and tag line, new graphics and functionality, and easy-to-navigate selections that provide fast and easy access to training and coaching courses. It also introduces BGE's new strategy as a leading advisory firm offering comprehensive business solutions specializing in resolving pressing operational and technological problems for a diverse range of firms and industries.

BGE's name originated from Wales and is translated as “conceptual beauty.” This thinking has long been BGE's philosophy of beautifully conceived solutions to the challenges businesses face everyday. Remaining true to its Welsh heritage, the BGE statement of ethics is founded on the very root of this traditional belief system.

Through its simple business statement “we chase problems,” the Company logo depicts an Irish wolfhound and characterizes BGE as the hunter of problems and the provider of solutions. The new corporate tag line “Solving Problems for Winning Results” reaffirms this mantra.

“We are extremely happy with the new logo design and identity positioning,” said BGE principal Mo Aiken. “Re-branding BGE, creating a new logo design and implementing a new website allows us to better represent our core services and their value. The website introduces our innovative approach to “rescuing” businesses facing down- or up-sizing critical-path decisions. The coaching and interim management led to selecting seminars, speeches, and/or courses that best fit the client's immediate needs,” Aiken concluded.

About Barra Gwynn Enterprises

An operations and strategic planning consultancy, Barra Gwynn Enterprises' founder and principal Mo Aiken delivers technical insight, leadership consulting and executive coaching to transitioning businesses seeking improved productivity, efficiency, and bottom-line profitability. A thirty-five-year veteran and skilled communicator, Aiken effectively interacts with all organization levels to successfully integrate key business functions and best practices for profitable problem resolution. Barra Gwynn Enterprises was founded in 1992 by Mo Aiken. For more information please call 714-961-0413 or visit: www.barragwynn.com.

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