



## FOR IMMEDIATE RELEASE

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### **National Accounting Firm Introduces New Brand Identity to Raise Awareness of a Better Alternative in the Marketplace**

**MILWAUKEE** (Nov. 9, 2005) – The Titus Group, a national consulting firm in the auditing and accounting industry, today unveiled its new name and corporate brand, “Titus – Different by Design.” This new corporate identity will raise awareness of the firm on a national level and will allow Titus to be recognized as a better alternative for internal audit, technology risk, accounting and tax services.

“As our client base and employee numbers grew, we knew it was time to tell the story of Titus and aggressively broaden the awareness in the marketplace of a better alternative,” says Scott Seefeld, Titus president and CEO. “Our new identity communicates distinctly who we are, what we do and how we’re different. In addition, it defines our ethics and commitment to high-quality consulting services.”

In shaping their position in the industry, Seefeld, along with co-founder and Executive Vice President, Ron Bocciardi, believed that developing and communicating one consistent message to employees, clients and prospects was critical to moving the firm forward. “At Titus, we have always had a passion for finding a better way,” says Bocciardi. “That driving passion makes us innovative and sets us apart from other consulting firms in our industry.”

Additionally, this new position will better communicate the Titus difference. Unlike most firms of its kind, Titus focuses on serving its clients with experienced, employee-owners which allows the firm to eliminate layers of supervision and the added cost and time typically required at other firms. Another Titus difference is its “service distinction” which holds the firm to higher service standards than clients may normally be accustomed to. Titus emphasizes working with a sense of urgency, solving clients’ challenges with

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passion, and always leaving them with the feeling that Titus is “easy to do business with.” Finally, Titus’ built-in efficiencies and unique business model allow the firm to offer its services at extremely competitive hourly rates – often times 30 percent lower than its nearest national competitor.

Renewed elements of the branding campaign include corporate identity materials, website with new address, an advertising and public relations campaign, as well as several direct mail pieces, all of which will follow the “Different by Design” theme. Titus also plans to increase its visibility in the communities it serves, in addition to broadly communicating its message on a national level.

Titus has grown exponentially since its founding in 2000 by Seefeld and Bocciardi. With more than 150 consultants on staff and offices located in eight major markets nationwide, the firm is ever expanding. By elevating the awareness of the firm with the new branding campaign and by carrying out its aggressive growth strategy, the firm hopes to grow to 1,000 employees, open a total of 30 offices around the country and achieve \$150 million in revenue by 2012.

### **About Titus**

Founded in 2000, Titus is an independent consulting firm, offering unsurpassed internal audit, technology risk, accounting and tax services to Fortune 500 and mid-size companies located throughout the United States. As an innovator in the industry, Titus is passionate about finding better ways to produce for its clients. This innovative spirit is apparent in everything the firm does, including its unique business model (featuring experienced employee-owners and a flat corporate infrastructure), its distinct client services and methodologies, and its value-driven pricing structure. Compared to the Big Four and other national consultants, Titus truly is “different by design.” With headquarters in Milwaukee, Titus currently has eight offices nationwide and employs more than 150 consultants. More information on Titus can be found at [www.titus-us.com](http://www.titus-us.com) or by calling the corporate office at (414) 727-0400.

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**EDITOR NOTE:** To request an interview with Titus executives, contact Cindy Swanson at 414-727-0400 or [Cindy.Swanson@titus-us.com](mailto:Cindy.Swanson@titus-us.com).