

Sacramento Technology Group Announces a New Look for 2012!

Folsom, CA – December 21, 2011 – Sacramento Technology Group, a leading provider of technology solutions for the office and in the cloud, announced today that it is introducing a new logo. The letter below was sent to all Sacramento Technology Group customers this morning:



December 21, 2011

Dear Customers,

You may have noticed the additional logo above or seen it on some of our newsletters, email communications, and website. That is because we have updated our logo to more closely match our valued clients' feedback. Throughout the years companies have been evolving, and as part of that process a refreshing new logo has always been a sign of progress and evolution.

We have developed our business progressively by embracing the cloud computing movement while providing wireless, networking, and security solutions that will revolutionize business technology and the future of the industry. The elements of our logo are designed to represent some of the industry's characteristics. The swirl in our logo has always represented *process* and the continuity of process to build business and achieve goals. The slight tilt to the swirl represents the constant shift toward visionary thinking and the amazing effects it has on the processes of business operations. The merging of the name is in response to our customers' needs for someone that they can quickly call and receive the same exceptional customer service, and innovative thinking that they have always received by working with Sacramento Technology Group. What this all comes down to is that we needed an abbreviated name in order to keep pace with the rate of technological advances.

During almost nine years in business, many of our customers, vendors, and partners were referring to us as 'Sactech' in meetings, emails, projects, and other correspondence. A few clients even told us that they so often referred to us internally as 'Sactech' that a number of their coworkers didn't even know our full legal name. When asked why they had done this, their response was, "Because Sactech is easier to say and is also intuitively representative of our longer legal name." Since one of our corporate values includes a mandate requiring a "Hyper-focus on our clients' voice to guarantee the best possible customer service experience," we chose to adapt our logo and brand in order to be more easily identifiable.

Over the course of the next three months, our new 'Sactech' identity will be rolled out. Our legal name will remain Sacramento Technology Group, LLC to minimize the

disruption to our current procurement contracts. We expect the identity simplification will be welcome amongst our clients and partners. You will see more of the new logo on all media and materials after January 1st and we look forward to hearing more of our clients refer to us as Sactech in 2012 and in the coming years.

Sactech will continue to provide the latest technology and innovations for your business needs and the “kewl” service that you look forward to when calling us. Our original website, email addresses, and support portals will not change. We will be hosting an Open House in the second quarter of 2012 to celebrate our new brand so keep an eye out for your invitation! Thank you for your continued business and support and we wish you all a wonderful 2012!

Sincerely,
George Usi
President
Sacramento Technology Group, LLC.

The new logo was designed by TJ Sugnet, of Soonyay Creative, LLC of Sacramento, CA. TJ worked with Sacramento Technology Group back in 2003 for the first development of the company’s logo. Soonyay Creative is a Northern California-based graphic design studio specializing in identity development and branding. The Studio offers an array of creative services to a broad range of industries including logo design, print design, packaging design, Web design and environmental design. For more information or take a look at some of their designs, please visit www.soonyaycreative.com.

About Sacramento Technology Group

Sacramento Technology Group specializes in technology service and supply for businesses headquartered in the USA. With our unique Sactech-CARE™ platform, we can seamlessly deliver solutions in the cloud, in your data center, or in your office with a capitalized or “use what you need” pricing model. Our Sactech-CARE™ platform (Customer-Aide-Response-Engine) and line of Sactech-CARE™ services offer you a single point of management for all of your technology purchases, support requests, and service level agreements. Our experienced team of engineers work with your organization and our Sactech-CARE™ platform to deliver integration projects, track technology configurations, profile assets for disaster recovery, and manage your technology investments so you can focus on growing your business.