

**FOR RELEASE**

September 4, 2006

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## **DMLO Logo Enters New Phase**

LOUISVILLE, KY – After fifteen years, it might be time for a change. The public accounting firm of Deming, Malone, Livesay & Ostroff announced it is updating its fifteen-year-old logo as well as introducing a new tagline and advertising campaign.

The color of the logo has made a significant change, in addition to changes in the layout and type font. The firm has used red as the logo color and in all firm materials the past fifteen years. Now it is changing to blue. Plus, though the founders whose names make up the full name of the firm are now no longer part of the management of the firm, the firm will continue to build on that well-established reputation and will keep using Deming, Malone, Livesay & Ostroff. Going forward, there will be increasing emphasis on using “DMLO.”

The new advertising campaign is built around the tagline, “It all adds up to confidence” which replaces the long-time tagline “Adding Value. Multiplying Profits.” The Firm will continue to build on the concept of “adding” with a new emphasis on “confidence” – in the accounting firm and in the resulting business decisions – which is necessary for success in today’s fast moving economy. The first ad appears in the September 8 issue of *Business First*.

Deming, Malone, Livesay & Ostroff is the largest Louisville-based certified public accounting firm according to the most recent Top 25 List produced by *Business First*. For more the 30 years, the firm has been providing audit, accounting, tax, estate, business advisory, valuation and litigation support services to privately-owned businesses, estates, not-for-profit organizations, leading Louisville families and individuals.

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