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Cook Associates Launches New Corporate Brand Identity

CHICAGO, January 8, 2007 – Cook Associates today announced a new brand positioning and corporate identity. The announcement comes as part of a major strategic initiative to drive business growth and increase market penetration. John Kins, Chairman & CEO of Cook Associates, said, “Today’s announcement marks a major step forward in our development as a premiere executive search and M&A services firm. I am delighted with our new branding and identity as it captures our unique values in a vibrant, enduring and approachable way.”

The corporate identity enhances the firm’s service philosophy, which has been built on the existing strengths of the company, and relies on the dedication and quality of its staff. Arnis Kins, President of Cook Associates and the M&A Advisory Services group, commented, “A hallmark of Cook Associates has been our genuine interest in the success of our clients, an unwavering commitment to quality, and personal attention. We will continue serving as the trusted and valued business partner that our clients demand.”

In parallel with this announcement, Cook Associates has launched internal operational excellence programs designed to ensure it meets the opportunities presented by the changing needs of its client base. These initiatives reflect a drive for continuous improvement and guarantee that clients continue receiving exceptional service.

About Cook Associates

Cook Associates’ core business is creating value where talent and opportunity connect. We provide both retained executive search and M&A advisory services that streamline that connection. Our client base ranges from multinational corporations to early stage entrepreneurial companies, private equity and venture capital firms. Brand name clients include American Express, The Blackstone Group, Dover Corporation, GTCR, Heinz, Juniper Networks, Levi Strauss & Co., Pitney Bowes, and Sirius Satellite Radio. For additional information, please visit www.cookassociates.com.