



sustainable design  
& marketing solutions  
for

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(interactive)

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## FOR IMMEDIATE RELEASE

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January 25, 2010 ATLANTA, GA - APCO Automotive has selected GOTCHA Design as their agency of record for the rebranding of the EasyCare® line of extended warranty products.

GOTCHA will begin work immediately building a new photo library and refining their print and interactive marketing materials.

Being chosen by EasyCare® to work on their rebranding efforts is directly aligned with GOTCHA's skill set as a specialty brand studio. "We are excited to have been chosen to help define a distinct brand for the EasyCare® product line. Our goal is to establish a solid but uniquely recognizable brand, differentiate the EasyCare® product line from it's competition and increase the company's solid market share," said Sheryl Nelson, President of GOTCHA Design.

### About EasyCare®

EasyCare®, based in Duluth, GA, is an Automobile Protection Corporation (APCO) brand. Since 1984, EasyCare® has served over 3.6 million customers and has set the standards in automotive benefits created to enhance the vehicle buying and ownership experience. EasyCare® provides vehicle service contracts (frequently referred to as extended warranties), key replacement coverage, dent removal coverage and more. EasyCare® is proud to offer the only vehicle service contract to be named a Motor Trend® Recommended Best Buy and to carry a Better Business Bureau rating of A+.

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*Design for sustainability. It's our responsibility.*