



For Immediate Release
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MIJO's New Look

“There is nothing wrong with change, if it is in the right direction” ~ Winston Churchill

For more than 30 years, MIJO has moved in the right direction. Proficiently and fluidly adapting to an ever-changing business climate, MIJO provides unrivalled integrated services to marketers in a multitude of disciplines.

In an effort to promote clarity and to grow the MIJO brand harmoniously within the industry, logos and divisional names that you may recognize will now be fused under the singular brand of MIJO, including: MIJO Comprehensive, Rocket, Slingspot, Undercover, The Clearing House, BVS Canada, Stancon, BDN, BCA, Artistat, and mijo Print.

Joel Reitman, President and CEO of MIJO, says “The MIJO rebrand has been a very strategic decision. It will allow our clients to fully understand and recognize MIJO’s unequalled breadth of service.” Reitman adds, “Under this unified brand, we will continue to provide our clients with cutting-edge technological innovation and a commitment to an efficient and integrated workflow.”

Please visit the reengineered website at MIJO.com (formerly MIJO.ca) for a more intimate understanding of MIJO and all of its services.

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About MIJO:

MIJO, established in 1978, is a technology-based, people-driven company. Offering an ever-expanding suite of integrated services, MIJO provides final broadcast, print, and digital media materials to the Advertising, Entertainment, and Broadcast industries. The company is based in Toronto. For more information, visit MIJO.com or call 1-800-463-MIJO (6456).



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