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MILESTONE RE-BRANDS CORTEZ HEATING & AIR CONDITIONING

***Sarasota-based Milestone Marketing Associates
gives longtime local business new logo, identity suite***

SARASOTA, Florida (January 31, 2013) — Milestone Marketing Associates has given Cortez Heating & Air Conditioning a brand new look.

The new logo is based on their existing logo, featuring the company name and a stylized sun design. However, Milestone's re-imagining has given it a more modern and professional feel.

"We wanted to modernize the look and feel of Cortez's brand identity without losing the connection to their long history here in southwest Florida," explained Matthew Anderson, Milestone's founder and president. "Cortez has been in business here for almost fifty years, and they've built up a lot of goodwill over the decades. We wanted to make sure that people still recognized the Cortez brand when they saw it."

The new logo and color scheme will also be used on Cortez's business cards, envelopes and stationery.

"Our new logo better communicates what the Cortez company stands for today," said Cortez President Mark Anderson. "We've kept visual elements that reflect our heritage but we emphasized our forward-thinking mindset. We have first-class products and now we have the first-class look to go with them."

Milestone is also working on a new website for Cortez and that project will be complete shortly.

About Cortez Heating and Air Conditioning, Inc.

Cortez Heating and Air Conditioning has been the leading provider of heating and air conditioning services in southwest Florida since the 1960s. Based in Bradenton, Florida since its founding, Cortez quickly built a reputation for expertise, service and integrity. Cortez offers both commercial building systems service and a complete range of residential services throughout the Southeast US.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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