



1111 19th Street NW > Suite 402 > Washington, DC 20036
t 202.872.5955 f 202.872.9354 www.aham.org

FOR IMMEDIATE RELEASE

Contact: Jill A. Notini
t 202.872.5955 x318
jnotini@aham.org

AHAM REVEALS NEW BRAND

(WASHINGTON, DC) September 30, 2008-- The Association of Home Appliance Manufacturers (AHAM) has revealed a new brand, including a newly designed logo and tagline to better reflect AHAM's reputation as an influential, contemporary association representing a strong and innovative home appliance industry.

The updated logo will be accompanied by a new tagline, Leadership > Knowledge > Innovation, to suggest the unique services that AHAM provides to its members and other constituencies. AHAM's core services include government relations, technical services, product certification, business data and communications.

Joseph M. McGuire, AHAM president commented, "The business needs of our global membership have changed over the years, and as such, AHAM's brand was updated to reflect the changing environment and strength of our industry. Though our logo has changed, AHAM remains the most influential association for the home appliance industry."

###

The Association of Home Appliance Manufacturers (AHAM) is a not-for-profit trade association representing manufacturers of major and portable home appliances, floor care appliances and suppliers to the industry and is headquartered in Washington, DC. You can visit the AHAM web site at <http://www.aham.org>.