



For Further Information:  
Celina B. Frazier, Director of Marketing  
Talley Corp.  
562.906.8023

## **FOR IMMEDIATE RELEASE**

### **Talley Debuts New Corporate Identity Program**

**SANTA FE SPRINGS, CA** (January 12, 2008) Talley Corporation announced they are eliminating the "Communications" descriptor in all corporate communications. The change in name is accompanied by an all-new corporate identity program, including a new corporate logo. According to President Mark Talley, "The 25 years of growth and success we've had has given us a strong presence across the wireless industry. As we've grown up in the industry, our customers and vendors have increasingly referred to us as 'Talley'. So the change in name essentially reflects how we're known today."

The evolution of the company name actually began in 1983 with the acquisition of CRS, subsequently renamed Talley Electronics. As the company redirected its core product line strategy to the commercial industry, the name was changed, in 1994, to Talley Communications which it has remained until now.

The new corporate identity program will be rolled out across all communications during the course of 2009.

**About Talley:** Talley, Inc. is a leading distributor of wireless communications infrastructure and mobile products. Talley's corporate offices are in Los Angeles, CA, with stocking facilities in Dallas, Kansas City, Los Angeles (2), Phoenix, Sacramento, Seattle and now, New Braunfels. Talley Communications was founded in 1983 and is a privately held family-owned company. For more information please visit: [www.talleycom.com](http://www.talleycom.com).

-END-