



INSPIRED BY POSSIBILITIES • GUIDED BY KNOWLEDGE

## For Immediate Release

### BBA Project Capital Unveils New Logo

**Elmsford NY, May 15, 2008** – BBA Project Inc. today announced the launch of a new corporate identity. The new brand is designed to reflect the BBA of today, a customer-centric company built on a continuing history of innovative ideas and services that meet the needs of businesses small to large in the transit industry.

The new BBA logo is now an integrated logotype featuring a mix of earth tones balanced with a neutral grey. The logotype is designed to be more effective for use in multi-media platforms. The company also launched a new tagline - “Inspired by Possibilities. Guided by Knowledge”, which underscores the progressive, innovative nature of the company.

Commenting on the new identity, Junichi Kojima, President and CEO of BBA Project Inc. said, “We feel the new brand accurately portrays our company as we strive to advance to meet the ever evolving standards of solution delivery and client service standards and expectations. We are confident that the new branding will create extremely effective brand recognition in the marketplace.”

Dark Horse Marketing, an award winning strategic marketing firm, developed the corporate identity.

#### **About BBA Project Inc.**

BBA Project Inc. is a premier procurement firm serving the transit industry. The company works to bring new and existing products and components into the U.S market through leveraging its strategic manufacturer network. Its core competencies include project consulting, procurement, reverse engineering and bin stocking services. For more information call 856-939-8100.