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### L.R. WEBBER ASSOCIATES, INC. UNVEILS NEW CORPORATE LOGO AND COLORS!

Duncansville, PA, April 24, 2018— L.R. Webber Associates, Inc. (L.R. Webber) is pleased to announce the launch of a new visual brand identity, which includes a new logo, color palette, font and tagline. This marks the biggest branding update in several years. The change better reflects L.R. Webber's forward growth and innovative approach as a company, while highlighting the valued partnership with *Leavitt Group* since 2016.

The new look will soon be seen on all communications, materials, social media platforms, and anywhere the company is represented in public. The brand strategy will continue to evolve in the coming months, to include a full website redesign and associated resources to better serve clients.

"I'm very excited L.R. Webber has embraced re-energizing their brand to appropriately convey their cutting-edge products and services. I look forward to sharing new ideas and solutions with our valued clients and association partners as we approach our company's 50<sup>th</sup> anniversary" – *Booker Moore, CEO*

About L.R. Webber Associates, Inc.: Started in 1976, L.R. Webber Associates, Inc. (L.R. Webber) has evolved from a small, privately owned, 2 employee company to a growing, 25 plus employee, co-owned company, in partnership with the Leavitt Group. L.R. Webber is mission focused, striving to make a positive contribution in the lives of everyone they touch.

At its inception, L.R. Webber was focused on Human Resources consulting. In 1989, the firm expanded to add an Employee Benefits (EB) Division. Today, services include EB consulting, EB Administration, and full Retirement Plan Services. Human Resources consulting is still offered in limited scope. Over the past 40+ years, L.R. Webber has specialized in the financial services and healthcare industries, with a niche focus in banking, senior services, and the nonprofit arenas. Expansion is continuing in other markets, including local school districts and charter schools. Geographic concentration includes Pennsylvania, Maryland and Ohio.

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If you would like more information about this topic, please contact Brad Webber at 814.695.8066 or email at bwebber@lrwebber.com.