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**New Identity Kicks Off Kidwell Anniversary:
From Electricity to Connectivity**

(February 20, 2008—LINCOLN) To celebrate its 60th anniversary as Lincoln's leader in technology solutions for business, Kidwell announced the launch of a new company identity, including an updated logo.

Chief Operating Officer Ryan Theil said the single new logo replaces three separate logos used in the past to represent three divisions: Kidwell Electric (kE), Kidwell Communications (kCOM) and Kidwell Technologies (kTECH).

“As technology advanced over the past 60 years, so has Kidwell,” he explained. “We started as an electrical contractor in the heart of Lincoln in 1948. When the digital age hit, we added IP phone systems and other IT proficiencies to meet our customers' needs. We also helped customers in the areas of health care communications, access control/CCTV, voice and data cabling, and carrier services. As time progressed and technology became more integrated, the lines between the three divisions also began to blur. Today, our goal is to make it easier for clients to do business under one roof with seamless technology that saves time, money and effort. Kidwell has evolved into a technology integrator.”

The launch of the new logo and identity is the first of a number of events that will take place over the next year to commemorate the company's 60th anniversary.

About Kidwell

Founded in 1948 as an electrical contracting company in Lincoln, today Kidwell is a full-service technology company servicing Nebraska and Iowa. Kidwell offers integrated technology solutions for businesses, including IP phone systems, IT services and support, health care communications, carrier services, electrical contracting and service, data/voice cabling and CCTV, and access control. With Kidwell, businesses can create seamless systems that support entire infrastructures with one call, one company. For more information, visit Kidwell at www.kidwell.us.com, contact us at info@kidwell.us.com, or call 888-449-4596.

With offices in Lincoln and Omaha, Kidwell is the leader in technology solutions for your business.

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