

REPUTATION CORPORATION LAUNCHES NEW BRAND AND WEBSITE

Vancouver, BC – July 7, 2006 – Reputations Corporation formally launched its new brand identity and website, which includes full rebranding of the company's logo, corporate collateral, and visual identity to represent its capacity to build, manage, and protect the reputations of some of Canada's top brands.

The new website is fully interactive, with access to case studies, a bi-monthly newsletter, and information about Reputations' products and full-service capabilities as a communication agency.

The launch represents the new direction and vision of the company and signifies the corporation's long standing reputation as an award winning, world class Reputation Management Firm.

For more information on the company and its operations, visit the Reputations website at <http://www.reputations.com> .

ABOUT REPUTATIONS CORPORATION

Reputations Corporation is a Vancouver-based, full-service communications agency. For the past 12 years Reputations has helped clients build, manage, and protect their reputations by creating strategies that close the gaps between desired and actual reputations. The Reputations team consists of dynamic individuals with a unique combination of skills and experience in reputation measurement and management, marketing, communications, journalism, stakeholder relations and business.

MEDIA CONTACT:

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