



Sunikeo Takes B2B Branding to New Level with Launch of IDENTECO

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Sunikeo Inc., a United States based holding company, announces the formal launch of branding communications agency, IDENTECO, which was effective March 1, 2005. The new company specializes in B2B branding by offering advertising, marketing, public relations and interactive media services.

PR9.NET March 30, 2005 - IDENTECO's objective is to improve client's branding efforts by making them more efficient while strategically positioning the customers they serve for continued success in an increasingly competitive global marketplace. IDENTECO's service platform is focused on clients using one agency to handle all branding communication needs with one project manager overseeing all projects within one specific account. This in turn provides clients with the satisfaction of only working with one agency opposed to several firms handling different marketing aspects. The concept allows clients to streamline their marketing efforts by reducing the amount of business outsourced.

"We want to position IDENTECO as an international partner for all corporate B2B branding communication needs. IDENTECO will expand the range and possibility of branding communications with an innovative and results-driven approach while reinforcing clients' brand identity and increasing corporate growth," stated Tera Kesinger, Managing Director of Sunikeo, Inc.

IDENTECO will be a virtual organization with offices in the United States, United Kingdom and Romania. Initially the company employees will remain employed by their parent organization, assigned to work for the new company. By the end of 2005, they will be formally transitioned to become employees of the new company. With a multi-lingual staff in place, IDENTECO looks to establish offices in three new geographic markets by 2007. In addition, the company is in the process of implementing partnerships to augment their sales efforts.

The name IDENTECO is drawn from the international language of Esperanto, meaning "identity". It builds on the new organization's desire to be recognized as an agency building strong individual brands among today's international B2B companies.

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About Sunikeo, Inc.

Sunikeo is a United States based holding firm that creates and finances B2B service-oriented companies. Founded in 2003, Sunikeo devotes its expertise and capital to fuel the growth and overall success of their portfolio companies. Sunikeo currently has offices in the United States and Europe.

About IDENTECO

IDENTECO is branding communications agency specializing in delivering innovative branding solutions to leading B2B enterprises worldwide. IDENTECO provides advertising, marketing, public relations and interactive media services. IDENTECO is owned and operated by Sunikeo, Inc.

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