



Equal Access Health Announces Corporate Rebranding

Big Brand Agency™, March 02, 2006

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Equal Health Launches Deal With Big Brand Agency To Develop New Corporate Branding Strategy

PR9.NET March 02, 2006 - Arlington, TX - In a bold effort to more effectively represent their position as the leader in the healthcare options industry, Equal Access Health announced the relaunch of their website www.EqualHealth.com, developed by Fort Worth-based Big Brand Agency, today. "EAH's new corporate branding initiative both on and offline is an accurate reflection of our explosive growth and in direct response to our consumers' growing demand for online services for their healthcare needs. We feel the statement, 'Healthcare options for every American', embodies precisely what Equal Access Health is at its core", stated J. Brady Speers, Equal Access Health's Chief Executive Officer.

EAH's President Chris Novinger stated, "We felt our branding and identity no longer effectively represented the success that Equal Access Health has grown into during the past several years". The key leaders at EAH stated the decision to choose Big Brand Agency was simple. The quality of talent, experience, and location were important. "We wanted an agency that could work face-to-face, to understand what this organization offered both externally and internally. We were able to choose an agency that has executed work for many major brands, including YAHOO!, IBM, and Pier 1 Imports, right here in our very own backyard!", stated EAH Chairman Buddy Pilgrim.

Equal Access Health decided to strategically restructure their corporate identity to accurately reflect the name of their company, while moving imagery within their new website, logo, collateral, and fulfillment kits to contain a more person-centric approach. "We were thrilled when the key leaders at EAH approved moving forward with their branding efforts, in healthcare it's all about trust. We feel that the EAH brand is stronger and more recognizable today because of the joint effort between our teams", stated Big Brand Agency's Director of Marketing, Jason Dees.

Equal Access Health, which celebrates its fifth anniversary this year, is currently offering healthcare to almost 10,000 individuals, businesses, and families in North America. While maintaining the lead as the premiere provider in healthcare options, EAH prides itself on offering exclusive healthcare packages for the self-employed, uninsurable, and those with pre-existing conditions.

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About Equal Access Health

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About Big Brand Agency™

Since 1998 Big Brand Agency™ (<http://www.bigbrandagency.com>) has brought a unique brand-based perspective to our client's critical business issues. We firmly believe that a brand is just as valuable of an asset to an organization as it's people, equipment, and capital. As such, the brand requires nurturing and investment as any other asset if its value and strength is expected to grow over time.

Through web, print, film/tv, SEO, public relations, marketing, and advertising Big Brand Agency™ has a solid track record of turning existing brands into category leaders. We've assisted clients such as IBM, YAHOO!, American Airlines, Verizon, Pier 1 Imports, RadioShack, Fossil, Greyhound Lines, Nickelodeon, Mary Kay, and Citgo in maintaining and adding value to their brand in order to increase profitability and create a true competitive advantage.

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