



News Release

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360Limo of Dallas re-brands to muv™, selects new name yet keeps “Old World business approach”

DALLAS—Nov. 28, 2012—360Limo, a growing company in Dallas since 2001, announced today that the company is changing its name—and brand—to muv™. The name, pronounced “move,” reflects the company’s expanding ground transportation services for meeting professionals worldwide.

“We are looking toward 2013 with great anticipation for continued expansion and growth now that we’re 11 years old and operating globally, including in 200 U.S. markets and Canada,” said Mark Shrayber, co-founder and president of muv. “Today, we share with our customers and suppliers that muv is our new company but that we retain our Old World business approach; clients have first names, deserve personal service and gain top transportation reliability.”

The re-branding initiative began more than a year ago as Mark, and co-founder Arthur Veytsman, assessed how to position the company from being a limo services provider to what it had provided for several years: ground transportation and logistics for individuals, groups and events, from large national events to regional and local conferences, even executive travel support.

“The process began with clients, who dared to share openly, honestly and directly. We gained great clarity about our strengths, weaknesses—and opportunities,” said Shrayber. “Within months, this feedback, coupled with competitive and market analysis—and intense soul-searching—transformed into the company’s new brand, logo and tagline, created by Dallas-based CommerceHouse.”

“The imperative is to understand that our brand really transcends great graphic design or a company name,” said Shrayber. “muv is about being modern, innovative,

personal, fun and accessible. We're here to move clients forward with an unwavering commitment and approach to personalized care. That's what we do—and have done since day one.”

About mov

mov™, based in Dallas, is a global ground transportation and logistics provider for individuals, groups and events. It delivers comprehensive business travel services and executive travel support using a network of providers in 200 North American cities and worldwide. mov provides precise, reliable transportation for business travelers, regional events and executive meetings. The company, founded in 2001, is privately held and led by co-founders Mark Shrayber and Arthur Veytsman.

Editor's Note: mov is written lowercase and pronounced "move."

For more information, visit www.movpeople.com, or call (800) 360.5466. For media queries, contact Roy G. Miller at (903) 422-5117, or via e-mail at rmiller@thepointgroup.com.

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