

WATKINS | MEEGAN

FOR IMMEDIATE RELEASE
October 23, 2009

Contact: Debra Scheinberg
301-664-8144
Debra.Scheinberg@WatkinsMeegan.com

Watkins Meegan LLC Unveils New Name, Visual Identity, and Website

Bethesda, MD – Bethesda-based CPA firm Watkins, Meegan, Drury & Company, L.L.C. has officially changed its name to **Watkins Meegan LLC**, has adopted a new logo and new collateral pieces, and has launched an improved and more interactive and functional website, www.WatkinsMeegan.com.

The firm embarked on a rebranding campaign earlier this year with two distinct goals in mind: to refresh its visual image and to ensure that Watkins Meegan provides up-to-date and useful information on its website. In order to meet these goals, the firm hired Threespot Media L.L.C. (www.Threespot.com) to create an overall new look, a corporate brochure, and the website. Watkins Meegan affiliate Watkins IT (www.WatkinsIT.com) built the site and is implementing it.

The new website provides in-depth information about the firm, its services, and its staff. It also features an events calendar, a resource library for the business community, and a frequently updated blog, Watkins Wire. Additionally, Watkins Meegan Facebook, LinkedIn, and Twitter sites have launched and will provide another outlet for the firm to educate the public about Watkins Meegan.

“Watkins Meegan is one of the largest and most respected accounting and business advisory firms in the DC metropolitan area,” said Managing Member Michael R. Micholas. “We are proud of the relationships that we have built over the last 35 years and we are excited to unveil our new look while continuing to offer the same top-notch service that our clients expect.”

Watkins Meegan LLC (Watkins Meegan) offers a wide range of accounting, audit, tax, and business advisory services. We serve a broad market of entrepreneurial and mid-market clients including corporations, closely held businesses, not-for-profits, partnerships, estates, trusts, and high-net worth individuals. By maintaining a membership in the International Group of Accounting Firms (IGAF), we also have access to well respected accounting firms worldwide. At Watkins Meegan, we combine unparalleled expertise with a personal approach to our clients' businesses.

###