



**Poms & Associates**

*Insurance Brokers, Inc.*

**FOR IMMEDIATE RELEASE**

**Poms & Associates Unveils Redesigned Web Site**

Woodland Hills, CA September 22, 2008 – Poms & Associates Insurance Brokers, Inc. launches its redesigned web site [www.pomsassoc.com](http://www.pomsassoc.com) today, with a dynamic new look. The new site provides online visitors with expanded content and dramatic improvements in navigation, uniformity, and appearance.

The redesign incorporates bold colors and graphics as well as completely revamped navigation tools. The site is organized to provide quick and direct access to all of the divisions of Poms. If a user is not sure exactly where to look for specific information, the new site-wide search engine will help.

The “Client Resources” and “Employee Resources” sections now provide commonly used documents, up-to-date listings of events and important links to outside resources. “In the News” will not only provide visitors with interesting articles written by Poms team members, but will also provide pertinent breaking news.

“We are very excited to launch our new website,” says Bob Rimmel, National Director of Sales and Marketing for Poms. “It will allow clients and visitors to learn more about current developments within Poms, our expanding capabilities, and industry news. The site will be a significant communications platform for our company well into the future.”

This launch of [www.pomsassoc.com](http://www.pomsassoc.com) is the final phase of a strategic branding initiative that began in 2007. In early 2008, our new look was unveiled with the release of our redesigned brochures. Our branding was accomplished with the assistance of Zamboo Advertising Agency of Los Angeles, California.

**About Poms & Associates Insurance Brokers, Inc.**

Poms & Associates is a full-service insurance brokerage firm offering property & casualty, employee benefits, personal lines, risk control and risk management consulting services to public and private entities. Poms has been dedicated to providing clients with the highest degree of personal service, knowledge and innovation since it was established in 1991.

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