



---

## NEWS RELEASE

---

Contact: Elizabeth Knight  
Phone: 715-848-2713  
Email: [eknight@myinnerview.com](mailto:eknight@myinnerview.com)

For Immediate Release

### **My InnerView's New Logo, Web site Connects Senior Care Leaders to Solutions**

WAUSAU, Wis., Oct. 3, 2008 – My InnerView today unveiled a new logo, new public Web site and new communication strategy with the goal of more efficiently connecting senior care leaders to the organizational performance improvement solutions the company provides.

“My InnerView has seen tremendous growth during the last six years,” stated Neil Gulsvig, President, My InnerView. “With the rollout of our new public Web site and logo, we are better positioned to effectively communicate with the senior care profession on how our products and services can help drive performance within their organizations.”

The new logo — which includes an icon representing pieces of information coming in and solutions moving out — tells the provider’s story. “Providers are inundated with paper, data and spreadsheets. My InnerView simplifies the quality-improvement process by providing tools and services that clearly drive this process and help leaders do their jobs more effectively.”

The company’s new tagline, “Because knowing more matters most,” exemplifies what My InnerView believes. “It really does come down to helping senior care leaders know more. That is what My InnerView is all about — helping our customers know more about what truly matters in order to drive quality throughout their organizations.”

“Our new public Web site allows us to communicate with our customers faster, and more efficiently,” said Gulsvig. “We’ve expanded the Web site’s resource section, improved our navigation and packaged our tools and services into a total solution senior care providers can turn to when improving organizational performance.”

To learn more about My InnerView or to view the new Web site, visit [www.myinnerview.com](http://www.myinnerview.com) or call 715-848-2713.

*My InnerView provides senior care leaders with progressive thought leadership, groundbreaking professional research and initiatives, unparalleled experience and OPIS—the one whole solution for organizational performance improvement. Additionally, My InnerView maintains the profession’s largest private database of employee and customer satisfaction metrics.*

—end—