

## PRESS RELEASE

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### **Delta Launches New Brand Identity and Web Site**

(CHELSEA, February 2, 2015) – Delta Management Associates, Inc. (Delta) is pleased to announce the launch of our new brand and redesigned Web site!

Delta made the decision to update its brand identity to support the company's growth and move the brand forward while continuing to satisfy all of the existing expectations of the original brand. Striving to maintain Delta's recognizable mark was the primary goal. This was achieved by carefully deconstructing the existing logo and redefining it using bolder colors, a cleaner font and a sleek new design, which will serve as a visual link to the new brand identity.

As part of the initiative to update Delta's brand identity, Delta also redesigned the corporate Web site to incorporate the new brand identity and to provide more comprehensive information for clients and consumers. With a stylish new Web 2.0 look and feel, Delta has improved navigation and incorporated enhanced tools for clients and consumers. Partnered with a clean, uncluttered design and bold colors, Delta's new Web site is focused on the objective to provide clients with the most accurate product information.

"Delta is very excited to launch our new brand identity and Web site. In keeping with the company's growth, the goal was to strengthen and further develop the brand as well. By enhancing the brand while maintaining the integrity of Delta's original mark and revamping the Web site, I believe we have accomplished our goal. I am also confident the new Web site will allow Delta to better serve both existing and potential clients, as well as customers of our clients," said President, Christopher A. Riordan.

Delta's new Web site can be found at [www.delta-mgt.com](http://www.delta-mgt.com).

### [About Delta](#)

For more than 28 years, Delta has offered superior recovery and default management solutions to higher education, government and financial services clients nationwide. A leader in the industry, Delta's full range of services are bolstered by the use of advanced technology and data management tools, enhanced business practices, and strict adherence to the dynamic regulatory environment. Our experience, knowledge and expertise, in conjunction with our proven collection strategy, enable Delta to provide comprehensive collection solutions designed to provide the greatest return.