



TVA FIRE & LIFE SAFETY, INC. TO UNVEIL NEW BRAND IDENTITY AT RIMS

April 5, 2004 -- San Diego, CA – TVA Fire & Life Safety, Inc., one of the country’s leading providers of products and services in fire protection engineering, consulting, loss control, and project management, announced today that it will unveil its new brand identity and corporate collateral at the Risk Insurance Management Society’s annual conference in San Diego, April 18 – 22, at the San Diego Convention Center.

A new logo, brochures, trade show booth, and Web site (www.tvafiresafety.com) are just a few of the marketing pieces that TVA will have on display at the show. The company can be found at booth #309.

“We believe that our new brand identity captures the heritage of our organization while highlighting our vision for the future. It also represents the values that have made our company successful – professionalism, unparalleled service, and expertise – as well as the spirit of innovation,” said James Tomes, president of TVA.

MarketSphere (www.marketsphereUS.com), a San Diego-based advertising and marketing agency, designed all of the new collateral.

About TVA Fire & Life Safety, Inc.

TVA provides engineering, consulting, and project management services in the fire protection, security, and loss control fields. Clients include numerous Fortune 500 companies. The company currently has ten offices in the US and one in Europe: San Diego, CA (corporate headquarters); Los Angeles, CA; Atlanta, GA; Detroit, MI; Minneapolis, MN; St. Louis, MO; Mt. Arlington, NJ; Dallas, TX; Seattle, WA; Newark, DE; and London, UK.

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