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Firecrest Rebrands to Better Reflect Definitive Technology Solutions

(Limerick, Ireland; November 9, 2010) – [Firecrest](#), an e-technology solutions provider that definitively enhances investigator site performance, is pleased to introduce its total rebrand.

The launch of Firecrest's rebrand includes a logo update, tagline development and recreation of business tools. SCORR Marketing, a full-service, strategic marketing firm and agency of record for Firecrest, executed these customized tactics including Firecrest's media, tradeshow and public relations plans. SCORR also provided Firecrest with a new Big Idea, "Everything else is obsolete", which they have implemented to better reflect Firecrest's revolutionary [site performance](#).

"We selected the tagline 'Site Performance. Ignited.' because we felt it best described the benefits our services provide," stated Firecrest CEO, Alan Horgan. "Incorporating the fire theme in our logo came in part from our name, Firecrest, and also as an element that associates speed with service."

In conjunction with the introduction of its new brand identity, Firecrest has re-launched its website which appeared live today, November 1, 2010, at www.firecrestclinical.com. The decision was made to reflect the ignited look of this company and to showcase Firecrest's full line of service offerings.

"With their new branding, Firecrest will be able to position themselves as the source for efficient clinical trials," stated SCORR Marketing President and CEO Cinda Orr. "Firecrest's new look is a reflection of the impact and innovation their trial experts strive for, unified with the brand strategy will allow them to obtain the unrealized potential this company truly deserves. What they have done for site performance is revolutionary!"

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Firecrest's site performance management systems help investigators run complex trials by specifically improving compliance, consistency, and quality of execution of all study-related procedures and activities conducted by investigator site staff and monitoring teams.

About Firecrest

Firecrest definitively improves clinical site performance through e-clinical technology solutions that provide investigator training and study management tools. Reducing trial costs and protocol deviation, Firecrest is proven to enhance compliance, consistency, and the quality of execution for all study-related procedures and activities. Firecrest works to increase patient recruitment by 10-12 percent and produces much cleaner data with a 40-50 percent reduction in data queries. For more information about Firecrest's game-changing technology, visit www.firecrestclinical.com and follow Firecrest on [Twitter](#).

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