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CONTACT:

Nicole Gerken

913.321.8989

ngerken@pearcydunning.com

Kansas Building Systems Becomes KBS Constructors, Inc.

Topeka, Kan. (January 21, 2009) —Topeka-based commercial construction company, Kansas Building Systems announced it has changed its name to KBS Constructors, Inc.

Accompanying the new name is a new graphic identity, and a new tagline, "Leaders in Critical Environment Construction™." Critical Environment Construction refers to the proven experience KBS has working on highly sensitive projects, such as telephone switch rooms and health care related projects.

To better represent its growing presence outside of Kansas, but retain the brand equity built over the years by being commonly referred to as "KBS," the company has kept the letters, but redefined what those letters represent. As a result, the letters KBS now stand for Knowledge Beyond Structure.

The brand reinvention is the result of KBS's collaboration with Kansas City advertising agency, Percy Dunning Advertising and Public Relations. With the new name in place, Percy Dunning began bringing it to life with a new corporate Web site emphasizing KBS's commitment to Critical Environment Construction™ as both a specialty, and a level of quality and excellence it brings to every job. The site can be viewed at www.kbsci.com.

KBS Constructors, Inc. has nearly 20 years of experience in commercial construction, and specializes in Critical Environment Construction™.

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