

MEDIA RELEASE

CARSON DUNLOP Launches New Integrated Website & Brand Six Integrated Business Lines will Enhance Client Experience

Toronto (December 23, 2011) Carson Dunlop announced the launch of a completely new website that incorporates all six of their business lines under a single banner. Their clients now have the benefit of accessing the company's fully integrated products and services including home inspection, commercial building inspection, energy audits, home inspector training, continuing education for allied professions and report writing systems, all within a single click.

"Our new website and brand helps our organization enhance our client's experience when looking to Carson Dunlop for information, products or services." commented Alan Carson, President of Carson Dunlop. "The integration of our six business lines uniquely positions our organization for strategic growth by providing more comprehensive products and services to our clients throughout North America." added Mr. Carson

Carson Dunlop's new website includes interactive features like "What Carson Dunlop Saw" that allows visitors to have a little fun while learning more about homes and the benefits of a home inspection, a new and dynamic Resource Center, integrated online store and ordering for inspections or energy audits online.

Toronto-based Jump Branding & Design Inc. worked with Carson Dunlop to create a contemporary brand image across all their marketing communications. "Our goal was to strengthen their brand presence here in Canada but also to grow their business in the competitive U.S. market." says Eric Boulden, President of Jump. "Jump developed a new brand and online presence that is clean and modern and represents the standard of excellence that Carson Dunlop has become known for in Canada over their 34 years of business."

To view Carson Dunlop's new brand and website, please visit www.carsondunlop.com

About Carson Dunlop

Carson, Dunlop & Associates Ltd. has been a leading Consulting Engineering Firm devoted to building inspection since 1978. They are one of the largest independent home inspection companies in North America that leverages their extensive technical knowledge across six integrated business lines - Home Inspection, Commercial Inspection, Report Writing, Energy Audits, Home Inspector Training and Continuing Education.

About Jump

Jump Branding & Design is a Toronto-based firm that specializes in branding, packaging, web design and retail design - www.howhigh.ca.

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