



Conway Data Introduces New Corporate Identity: Conway, Inc.

A new logo and brand identity for an evolving Conway.

Atlanta, GA January 21, 2015 -- Conway Data, Inc., an international publishing, consulting and association management company headquartered in Atlanta, introduces a new corporate identity today. The fast-growing company, in business since 1954, is now Conway, reflecting its diversification in recent years beyond its original core businesses. Conway now manages business units that specialize in analysis, advisory, lead generation, publishing, consulting, global events management, public relations and marketing, and site location consulting for corporations and economic development agencies. Together with its Site Selection publications, custom content, and association management businesses, Conway is now the only company in the world providing a full suite of services for capital investors and the areas seeking to attract them.

Conway is a fast-growing firm, having more than doubled in size over the past three years. This new corporate identity advances the process of integrating Conway's various divisions around the world. Berlin-based Terrain Global will now be Conway Advisory, London-based Red Hot Locations will now be Conway Events and New York-based The Pont Group will now be Conway PR & Marketing. All units will be branded with a common logo, featuring a stylized "C" and the divisions' core business.

Conway President Adam Jones-Kelley says, "We're excited to launch the next chapter in Conway's extraordinary history. Though we've been in business for 61 years, we think of ourselves as a start-up who just happens to have six decades of experience and expertise. This new corporate identity reflects the new modern Conway, and the unmatched suite of tailored services we offer to the economic development and corporate expansion industries."

Conway also manages the Global FDI Association, economic development education and research organization the Janus Institute and the Industrial Asset Management Council.

Site Selection magazine, published by Conway, delivers expansion planning information to 48,500 executives of fast-growing firms. The senior publication in the development field, Site Selection is also available via Site Selection Online (www.siteselection.com). The publication also publishes or co-publishes e-newsletters, including The Site Selection Dispatch, Life Sciences Report, Aerospace Report and Energy Report; Site Selection International; The FDI Report; and Trust Belt.com.