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Matrix Service Company Unveils New Logo and Branding

TULSA, Okla., Aug. 9, 2012 (GLOBE NEWSWIRE) -- **Matrix Service Company** (Nasdaq:MTRX) today introduced a new brand identity, logo and tagline to better reflect the Company's expanded capabilities and strategic growth plan.

"This is an exciting time for [Matrix Service Company](#). Today, we are launching our new brand with a bold new look, naming structure, and tagline," said John Hewitt, President and CEO. "When Matrix was founded as a tank maintenance and repair company in 1984, I don't think anyone could have imagined how far we would come in the next 28 years. [Matrix Service Company](#) has grown and diversified significantly, with the vision to continue expanding our capabilities and geographic presence."

In addition to being a leading Storage Solutions provider across North America, Matrix Service now serves Electrical Infrastructure clients, Industrial markets and the Oil, Gas and Chemical industry. In addition to the strong organic growth opportunities in each of the markets served, Matrix Service intends to expand through multiple strategic acquisitions, development of our employees, and attraction of top talent.

John Hewitt added, "Matrix is at a turning point in our evolution and we're ready to take this great company to the next level. Over the past year, we've worked hard to develop a growth strategy that will carry us into the future, a future which includes new markets, new customers, and new geographies but a future where our core foundational businesses remain our cornerstone."

Under its new brand identity, the Company will transition from its current multiple brands to a master brand architecture that represents the Company's full range of services capabilities, its strong industry experience, its highly talented and skilled workforce, and its unwavering commitment to safety and quality.

The new brand structure is more streamlined with [Matrix Service Company](#) clearly represented as the parent with three U.S. subsidiaries and two Canadian subsidiaries.

Matrix Service Inc. will become Matrix Service. The Canadian operations of Matrix Service will be branded as Matrix Service Canada.

Matrix Service Industrial Contractors, Inc. will be legally combined with SM Electric Company, Inc. and re-branded as Matrix SME. The Canadian operation of Matrix SME will be branded as Matrix SME Canada.

Building upon the strong engineering brand of PDM, we are incorporating it into our Matrix brand family and rolling three engineering companies into one under the name of Matrix PDM Engineering. Our family of companies is depicted below.

Images accompanying this release are available at <http://media.globenewswire.com/cache/19499/file/14914.pdf>

The Company is also introducing a new tagline - Move to a higher standardSM — which exemplifies the key qualities that defines Matrix as an employer and contractor of choice. We maintain the highest standards in safety, quality, professionalism, service and relationships.

As part of introducing this new brand identity, the Company has developed a new website at www.matrixservicecompany.com.

Note to editors: Copies of [Matrix Service Company](#)'s master brand and subsidiary logos in low- and high-resolution formats suitable for both electronic and print use can be obtained by contacting:

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About Matrix Service Company

[Matrix Service Company](#) provides engineering, fabrication, construction and maintenance services to Electrical Infrastructure, Oil Gas & Chemical, Storage Solutions and Industrial markets.

The Company is headquartered in Tulsa, Oklahoma, with regional operating facilities in the United States and Canada.

The [Matrix Service Company](#) logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=13990>

This release contains forward-looking statements that are made in reliance upon the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are generally accompanied by words such as "anticipate," "continues," "expect," "forecast," "outlook," "believe," "estimate," "should" and "will" and words of similar effect that convey future meaning, concerning the Company's operations, economic performance and management's best judgment as to what may occur in the future. Future events involve risks and uncertainties that may cause actual results to differ materially from those we currently anticipate. The actual results for the current and future periods and other corporate developments will depend upon a number of economic, competitive and other influences, including those factors discussed in the "Risk Factors" and "Forward Looking Statements" sections and elsewhere in the Company's reports and filings made from time to time with the Securities and Exchange Commission. Many of these risks and uncertainties are beyond the control of the Company, and any one of which, or a combination of which, could materially and adversely affect the results of the Company's operations and its financial condition. We undertake no obligation to update information contained in this release.

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