



ABM Recognized with IABC Awards for Company's New Branding Initiative

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ABM Marketing Team Garners Third and Fourth IABC Awards in Four Years

NEW YORK--(BUSINESS WIRE)-- **ABM (NYSE:ABM)**, a leading provider of facility solutions, recently received two Golden Flame Awards from the International Business Association of Communicators (IABC) at the organization's annual Golden Flame Awards Gala at the Fabulous Fox Theatre in Atlanta. IABC's Golden Flame program highlights excellence in communications in a variety of categories including print media, electronic media, graphics communications and media relations. The "Golden Flame Award" represents the highest honor bestowed by IABC, with awards given to submissions meeting specific point criteria. ABM has now garnered four Flames Awards in the past four years.

ABM received highest honors in the "Communication Management — Special Events" category for a client appreciation and marketing event as part of ABM's public rebranding launch in 2012 at the Building and Office Management Association (BOMA) annual conference. The theme for the event — "It's A New Day at ABM" — was based on the ABM brand launch and was the first public event to communicate ABM's first rebranding initiative in its 104-year history.

ABM also received a Golden Flame in "Communication Management — Brand Communication" for ABM's newly branded exhibition booth. Boasting a new steel structure leveraging sustainable features and the latest in digital technology, the new booth appropriately reflects ABM's mission to become "the global leader in integrated facility solutions" by highlighting the company's vast array of service solutions.

"The team is thrilled to bring home two of the coveted Golden Flame Awards," said Cary Bainbridge, Vice President, Marketing Services. "The new ABM brand marks a proud moment in the Company's history, and we've worked hard to communicate to the market how ABM will continue to Build Value for our diverse client base."

ABOUT ABM

ABM ([NYSE: ABM](#)) is a leading provider of facility solutions with revenues exceeding \$4 billion and 100,000 employees in over 350 offices deployed throughout the United States and various international locations. ABM's comprehensive capabilities include facilities engineering, commercial cleaning, energy solutions, HVAC, electrical, landscaping, parking and security, provided through stand-alone or integrated solutions. ABM provides custom facility solutions in urban, suburban and rural areas to properties of all sizes — from schools and hospitals to the largest and most complex facilities, such as manufacturing plants and major airports. ABM Industries Incorporated, which operates through its subsidiaries, was founded in 1909. For more information, visit www.abm.com.



ABM

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