



## **For Immediate Release**

### **Mercator Capital Unveils New Logo**

*-Website Features Sleek New Look-*

**Ridgefield CT, July 2, 2007** - Mercator Capital LLC, today launched a fresh, new corporate identity, which is indicative of the company's focus on reinforcing its history, while positioning itself for the future.

Commenting on the new identity, Gerald Bernacchia, President of Mercator Capital said, "We feel the new logo will create extremely effective brand recognition in the marketplace."

In addition, Mercator launched a new website, [www.mercatorcompanies.com](http://www.mercatorcompanies.com), which incorporates high-impact, eye-catching graphics and features corporate information and an overview of the company's service suite.

[Dark Horse Marketing](#), an award winning strategic marketing firm, developed the corporate identity and new corporate website.

### **About Mercator Capital LLC**

Mercator Capital LLC is a family owned investment firm focused on identify unrealized growth opportunities in real estate, corporate investments and marketable securities. For more information visit the company's website at [www.mercatorcompanies.com](http://www.mercatorcompanies.com) or call (203) 894-9180.