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NEWS RELEASE

Contact: Sylwia Majewski

E-mail: sylwia@adamusmedia.com

Mt. Pleasant, SC: 843.388.7982

Corporate, NJ: 856.728.6100

Fax: 856.728.6121

American Automated Payroll Partners with Adamus Website Redesign Integrates New Corporate Image

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MOUNT PLEASANT, S.C., May 8, 2012 — Charleston based payroll company, American Automated Payroll (AAP), partners with Adamus Media on a website redesign. Adamus is a design and advertising firm with offices in Mount Pleasant, S.C. and Williamstown, N.J. The agency is to guide AAP through the process of brand integration into its digital communication channels starting with AAP's new presence on the Internet.

Last year, American Automated Payroll went through a rebranding process that resulted in a fresh corporate image allowing AAP to better communicate with its target audiences. Similarly, the website redesign is to enable AAP to better communicate with its current and prospective clients on the Internet. The new site will integrate AAP's new corporate image into the graphical interface, update back end coding to the latest web design standards, offer improvements in navigation, as well as become an outlet to share corporate values and promote new products and services.

American Automated Payroll was established in 1996 and today, the company provides superior payroll services to clients in 42 states. AAP works with businesses ranging in size, industry, and complexity from

fast food chains to construction firms, churches to manufacturing companies. By pairing technological innovation with emphasis on customer service, AAP delivers a positive and personable experience along with flexibility and customized, per client specifications, payroll systems. Such custom features include paperless payroll, remote PC and web entry, tax pay and file, direct deposits, and other services and products.

Small businesses can benefit from AAP's vast resources including HR products, insurance, health benefits and 401 K and retirement solutions. American Automated Payroll also offers employers national background searches and convenient employee screenings services.

AAP is headquartered in Summerville, S.C., and has additional office locations in Columbia, S.C., Raleigh, N.C., and Atlanta, G.A.

About Adamus Media

Adamus Media is a design and advertising firm with offices in Mount Pleasant, S.C. and Williamstown, N.J. The agency offers marketing and communications services from branding, print and web design, mobile and application development, to interactive media and online marketing. Adamus Media represents a wide variety of industries and firms including financial institutions, medical providers, information and technology firms, marine, hospitality and tourism companies, automotive and retail industry, higher education institutions and nonprofit organizations.