



CONSTRUCTION GROUP

FOR IMMEDIATE RELEASE

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**Ash & White Construction Company
Introduces New Name, New Graphic Identity
and New Headquarters Building**

***Fast-growing construction company
making changes in anticipation of its 20th anniversary in 2005***

CASTLE ROCK and BRUSH, Colo., April 5, 2004 - Ash & White Construction Co., a Colorado-based construction firm specializing in commercial construction, design-build, historic restorations and tenant improvement projects, today announced a series of changes and milestones in honor of its pending 20-year anniversary in 2005: a new name, a new graphic identity and a new headquarters building.

First, Ash & White Construction Co. has been renamed the White Construction Group. Founder and president Tim White continues at the helm of the company. However, the name has been changed to highlight the team of 50 project managers, estimators and superintendents developed over the years, and to more accurately reflect company ownership. (Former partner Ken Ash remains a strong ally for the company, but left the firm 12 years ago to pursue his own development activities.)

Second, in conjunction with its new name, White Construction Group has a new graphic identity. The new identity includes a strong color palette of dark red, deep blue and antique copper. The use of red is symbolic of the rusty red girders used to construct buildings, while the deep blue connotes the Colorado sky and the local ownership of the company. The antique copper is reflective of the company's historic renovation work.

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Third, White Construction Group, currently headquartered in Castle Rock, owns one of the most significant undeveloped parcels of land along Castle Rock's Wilcox Street. The company is in the process of developing a new headquarters building on this parcel. The new, 16,000-square-foot building will be completed in 2005. *(See new building press release and fact sheet for more details.)*

White Construction Group Owner/Founder Tim White embarked on the series of changes as part of the company's pending 20-year anniversary. "The timing was perfect to make some significant changes for the company," noted White. "We've been working on the new building design for a while now. When it became clear it would be done in time for our 20-year anniversary, we decided the time was ideal to change the company name and identity."

In addition, White believed it was time to update the company's visual image to coincide with the company's solid growth over the years.

About White Construction Group

Founded in 1985 as T.L. White & Associates (subsequently renamed Ash & White Construction Co.), White Construction Group is a fast-growing, multi-million-dollar general contractor that specializes in commercial construction, design-build, historic renovations and tenant improvement projects. The company provides pre-construction, construction management, general construction and post-construction services for public and private clients along Front Range and northeastern Colorado. To date, the company has completed more than \$300 million in construction projects and has won several national awards for its job safety programs. White Construction Group can be reached at (303) 688-6924, or www.whitecg.com.