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Arpin Group Introduces New Social Media Icon

WEST WARWICK, R.I. (November 21, 2011) - Arpin Group, the worldwide household goods forwarder, today announced a new icon which will be used specifically for social media sites and future mobile applications.

"Social media and mobile technology are projected to become the primary way our customers will coordinate their moves and conduct their business with Arpin," said Ricardo Ramos Seyffert, director of global marketing for Arpin Group.

"Therefore we wanted a fresh, modern icon that would represent the Arpin brand across multiple social media platforms as well as our future mobile apps, and also become an unforgettable symbol of quality and collaboration, just like our original company logo."



The new social media icon retains the familiar orange arrow and blue font of the company's official logo, but features a single "A" representing Arpin and adds a modern "crayon" styling. The icon's less-rigid outline symbolizes the creative collaboration between the customer and Arpin to co-create a company that adapts to the evolving needs of the market.

The icon will be used to represent all Arpin companies and divisions including Arpin Van Lines, Arpin International Group and the parent company.

About Arpin Group, Inc:

Arpin Group, Inc. is the holding company for Arpin Van Lines, Arpin International Group, Creative Storage Solutions, Arpin Renewable Energy, and Arpin Broadcast Network, LLC. Headquartered in West Warwick, R.I., Arpin Group is an industry leader in household goods moving and storage for corporate, private, government, and military customers. With a reputation for excellent service, Arpin Group is the only U.S.-based family owned and operated moving and storage company that has remained dominant and successful for more than a century. Arpin is the official mover of the LPGA, a ProMover-certified member of the American Moving and Storage Association, and the world headquarters is fully accredited by the International Federation of International Furniture Removers (FIDI). For more information, visit <http://www.arpingroup.com>.

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