



SDI Releases a New Website and Logo

Ft. Lauderdale, FL, January 19, 2010 – SDI International, Corp.—a certified minority and woman-owned services provider that recently changed its name from Superior Design International, Inc.—launched its new website (www.sdintl.com) on Thursday, January 14, 2010.

“SDI has dedicated itself to the delivery of globalized solutions that lend value to our customers’ operations,” says President and CEO, Carmen Castillo. “Our new website provides a snapshot of the full suite of our offerings, presented in a dynamic design that reflects the quality of our services.”

Also, SDI rolled out a brand new logo in tandem with the website to help refine its branding. Below is an exploration of SDI’s logo evolution over the years, including the company’s new design:



About SDI

Originally founded in 1992, SDI provides strategic outsourced programs and workforce solutions primarily within three service channels:

1. **Business Process Outsourcing:** SDI’s customers unburden internal resources of PO processing and strategic sourcing, often leveraging our global Centers of Excellence.
2. **Managed Services:** Key offerings include vendor neutral managed staffing programs, web-enabled vendor management solutions, small supplier processing, and independent contractor compliance programs.
3. **Recruiting Solutions:** SDI delivers contingent and direct resources, as well as recruitment process outsourcing.

SDI is certified by WBENC, as well as several NMSDC affiliate councils. ISO 9001:2008 certified, SDI maintains locations throughout the United States, and also in Argentina, Canada, China, India, Slovakia, and the United Kingdom. With a customer base consisting of predominately Fortune 500 corporations, SDI has the experience and the resources to provide world class solutions customized to meet specialized needs.

Media Contact

For additional information, visit SDI’s new website at: <http://www.sdintl.com> or contact:

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