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**FOR IMMEDIATE RELEASE**

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**LAND TITLE AND ESCROW ANNOUNCES NAME CHANGE TO TITLEONE**

**Magic Valley**--Land Title and Escrow (Land Title) announced today that the company will be operating under the TitleOne brand. The name change is effective immediately and is a result of being acquired by TitleOne in March of this year.

“We are excited to operate under the TitleOne banner”, said Larry Roberts, formerly Land Title’s president, who was recently appointed a senior vice president at TitleOne. “With TitleOne’s footprint across the entire state of Idaho, our team members overwhelmingly wanted to convert to the TitleOne name and be part of the broader organization and avoid any customer confusion of separate names.”

TitleOne President Doug Brigham confirmed that as a result of the name change, it’s business as usual. “Larry Roberts will continue in his role in the Magic Valley and no staffing changes are anticipated. TitleOne headquarters will remain in Boise and effective August 1, the Land Title website and other communication and marketing tools will reflect the TitleOne branding changes. “

“As part of our focus on innovation, new technologies, and expansion of our TitleOne footprint, we determined that having one company under one name makes sense from both a financial and operational standpoint. In addition, merging the capabilities of team members from both organizations enables everyone to be on the same team, under the same name, with the same great emphasis on people and service,” said Brigham. “Combining TitleOne’s tools and innovation with the legacy of Land Title’s exceptional customer service creates enhanced marketing programs and products that will benefit customers in the Magic Valley.”

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**About TitleOne**

*TitleOne was founded in 2000 by a small group of entrepreneurs who wanted to build a "different" kind of title company. Since then, TitleOne has grown to become the number one choice in Idaho for title and escrow services, and now services the Ada, Canyon, Boise, Bonneville, Butte, Kootenai, Minidoka, Cassia, Twin Falls, Jefferson, Jerome, Gooding and Lincoln counties with 13 locations and 160 employees caring for customers every day.*

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