



FOR IMMEDIATE RELEASE

Celebrating Milestones: KFA Marks 30th Anniversary, Six-Year Ownership Milestone, and Announces Renaming as Bush Infotech Group, Inc. (B.I.G.)

As we celebrate the 30th anniversary of our founding in April 1993, we are thrilled to recognize another significant milestone. August 1st marks six years of visionary and award-winning leadership under Greg Bush, Jr. Today, we are excited to announce that our company, known for three decades as Kristine Fallon Associates, Inc. (KFA), will embark on a new chapter as Bush Infotech Group, Inc. (B.I.G.).

Since taking the helm in 2017, Greg Bush, Jr. has been instrumental in driving growth, innovation, and positive change within our organization. Under his leadership, we have achieved remarkable milestones, expanded our product offerings, and strengthened our market presence. Our commitment to delivering top-quality products and services has never wavered, and our customers have rewarded us with their trust and loyalty.

The decision to rebrand as B.I.G. is more than just a name change; it's a reflection of our ambition and forward-thinking approach. This strategic move aligns with our mission to deliver comprehensive, cutting-edge tech solutions while continuing to provide the exceptional service our clients expect.

Bush's vision for B.I.G. extends beyond maintaining our current success. As B.I.G., we aim to push the boundaries of what's possible, explore untapped markets, and reaffirm our commitment to innovation and excellence. We believe this rebranding effort will position B.I.G. for even greater success and market leadership in the future.

We extend our heartfelt gratitude to all our stakeholders for their unwavering support throughout these years. Rest assured, the values and principles on which KFA was built remain at the heart of B.I.G. As we step into this exciting new era, we are confident that B.I.G. will continue to grow, innovate, and exceed expectations. Our motto has always been to do the right thing for our clients, the right way, the first time. We call this the KFA Way. As Bush Infotech Group, we will remain steadfast in that commitment. It will be: "The KFA-Way", but now done B.I.G.!

For more information about B.I.G., please join us on Thursday, September 14, at Malcolm X College for The B.I.G. 2023 Technology Summit! Learn more on the official event website:

<https://www.EventsDoneBig.com>

About B.I.G.: Bush Infotech Group (B.I.G.) is a leading provider of innovative technology solutions. Building on the 30-year legacy of KFA, B.I.G. is committed to delivering high-quality products and services that drive growth, efficiency, and success for our clients.

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