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### **Clients Remain Top Priority as Growing CPA Firm Evolves with New Name, Location**

LA QUINTA, CA – Over the past 60 years, the accounting firm of Peterson Slater & Osborne has continuously evolved to keep up with changing times, embracing the changes with optimism and enthusiasm -- never losing sight of its core values and always making clients the top priority.

As such, the firm's partners are pleased to announce two new changes. Effective July 15, 2011, Peterson Slater & Osborne is changing its name to Osborne Rincon Certified Public Accountants to reflect the firm's ownership.

"We have evolved over the years from a basic income tax preparation and bookkeeping shop to a thriving certified public accounting firm with tax advisory, valuation, forensic accounting, litigation support, and financial audit capabilities in addition to traditional accounting services," says Lee M. Osborne, CPA, CFE, the firm's president. "We have continuously improved and evolved to meet today's business demands."

The name change has been timed to coincide with the firm's move into customized new quarters, two buildings east of the North La Quinta Post Office, at 79-245 Corporate Centre Dr, Suite 101. Osborne Rincon plans to move into their new office, on July 15, 2011.

"The move into our new facility demonstrates our continued dedication to meet the needs of our clients," says Pedro T. Rincon, CPA, CVA, the firm's vice president. "By always putting our clients first, we have been provided a wonderful opportunity to re-invest into the growth of our own business."

While the firm's name and location may be changing, Osborne and Rincon reassure that the company standards remain the same: honesty, integrity, quality, and professionalism.

### **About Osborne Rincon**

Osborne Rincon Certified Public Accountants, formerly Peterson Slater & Osborne, was founded nearly 60 years ago and has earned a solid reputation based on honesty, integrity, quality, and professionalism. The diverse industry knowledge of the firm's experienced staff of 15, including six certified public accountants, provides a variety of business and individual services, including litigation support, fraud detection, business valuation, finance consulting, and IRS representation and attestation. For more information, please visit [www.osbornerincon.com](http://www.osbornerincon.com) or call (760) 777-9805.

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