



68 Harvard Street, Brookline, MA 02445
(617) 566-6710 fax (617) 566-8936

FOR IMMEDIATE RELEASE

Contact: Mehera Whedon, Account Executive
Teplow Cucurullo Communications, LLC
68 Harvard St.
Brookline, MA 02445
T: (617) 566-6710
F: (617) 566-8936

TEPLOW CUCURULLO COMMUNICATIONS, LLC SIGNS MARKETING RETAINER WITH BIG LEAGUE BROADCASTING

--Big League's newly acquired radio stations contract TCC for comprehensive marketing and design programs —

Boston, Mass. (1 July 2004)- Teplow Cucurullo Communications, LLC announced today that it has signed a retainer with Big League Broadcasting, St. Louis as its marketing and design agency of record. The schedule currently includes logo design and corporate I.D. development and will move forward to an integrated marketing and promotions program, including print advertising and interactive media.

TCC is also on retainer with Big League's 790 AM The Zone, Atlanta, for which it has developed its corporate I.D., billboards, vehicle wraps, print advertisements and interactive media. TCC has been with The Zone since its inception seven years ago, helping it to become the city's most popular sports-talk radio station. TCC's thorough understanding of Big League Broadcasting's goals and seamless integration of marketing vehicles has helped the company increase its listener-ship, ultimately leading to a significant increase in advertising sales.

Founded in 1997 by Andrew Saltzman and Stephen Shapiro, Atlanta-based Big League Broadcasting is looking to expand into at least six of the country's biggest talk-radio markets. The company bought 590 AM The Fan, St Louis, and 1190 AM The Zone, St. Louis, in May, 2004.

About Teplow Cucurullo Communications, LLC

Founded in 2001, Teplow Cucurullo Communications, LLC, is a full-service strategic communications firm dedicated to addressing the integrated marketing needs of businesses across several industries, including technology, healthcare, retail, manufacturing, food and beverage, broadcasting, nonprofits and law. Some of TCC's clients include Magic 106.7, The Phantom Gourmet, Wilmer Cutler Pickering Hale & Dorr, LLP, The Harvard and MIT COOP, The Official Red Sox Team Store, Harvard University Group Health Program, Emack & Bolio's, International Metal and Orsett Properties, Ltd.

###