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JONATHAN TEPLOW OF TEPLOW CUCURULLO COMMUNICATIONS BECOMES FIRST MARKETING EXPERT TO SPEAK AT GAWDA'S MANAGEMENT CONFERENCES *Firm President Delivers Lecture on Marketing to the Gas and Welders Distribution Association*

Boston, Mass. (4 May 2005)- Teplow Cucurullo Communications, LLC (TCC) announced today that President and CEO, Jonathan Teplow, delivered the first of two lectures on how small businesses can establish and manage effective marketing communications campaigns. The lecture, titled "Low Cost, High Impact Ways to Market Your Products and Services" was delivered at the annual Gas and Welders Distributors Association (GAWDA) conference in Dallas last week.

Middlesex Gases & Technologies, a long-time client of TCC's, nominated Teplow to speak at the industry's main event. "I was pleased to pass along the name of our not-so-secret marketing weapon. They have really helped us keep our focus and pursue our sales and marketing goals," stated Ron Perry, Marketing & Sales Manager for Middlesex Gases & Technologies.

In his seminar, Teplow covered the marketing management basics that companies in any industry should know before he demonstrated how they apply to the gases and welding industry. He states, "The idea is to break it down to specific needs and fundamentals and get past all of the jargon. The lecture was aimed at those who have had little or no experience in marketing and don't even know where to begin. However, the tools and exercises used are useful for companies of any size, at any level."

Teplow will also speak at GAWDA's second management conference in New York in June. An outline of the Dallas presentation is available for download at www.tepcuc.com/news. For more information about GAWDA, visit www.gawda.org.

About Teplow Cucurullo Communications.

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, nonprofit and law. Some of TCC's clients include 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 The Zone 790 AM Sports Talk Atlanta. For more information visit www.tepcuc.com.