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TEPLOW CUCURULLO COMMUNICATIONS, LLC CHOSEN BY HEALTHWYSE, LLC FOR WEBSITE AND TRADE SHOW EXHIBIT DESIGN

--New corporate image and creative messaging to coincide with sales strategy--

Boston, Mass. (6 October 2004)- Teplow Cucurullo Communications (TCC) announced today that it has been contracted by HealthWyse, LLC to design and implement both their new website and an innovative trade show exhibit. The new design will focus on a softer, more compassionate approach where healthcare providers and patients come first.

The trade show exhibit, which will be implemented in time for The National Association of Home Care & Hospices Conference in Phoenix, AZ October 24-27, combines unconventional thinking with standard trade show display devices in order to maximize HealthWyse's visibility while using cost-effective solutions. The website will be driven by testimonials and case studies in order to highlight the personal, user-friendly image. Future plans include such features as real-time technical support and customer message boards.

"Teplow Cucurullo Communications has helped us to enhance our image in the market. We appreciate both their creativity and their flexibility in developing a streamlined image," states Steve Booth, VP of Sales and Marketing for HealthWyse.

HealthWyse offers comprehensive, integrated clinical and financial information services to the healthcare field. In business since 1998, their software system has made going paperless possible for such organizations as Norwell VNA, Caritas Christi Healthcare, and Tallahassee Memorial Healthcare.

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, 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.

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