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CREATIVE TOYS USA TO PURCHASE MATH GAME CONCEPT FROM TEPLOW CUCURULLO
COMMUNICATIONS, LLC

—One of several pending contracts for original inventions developed by marketing firm is finalized—

Boston, Mass. (5 November 2004)- Teplow Cucurullo Communications (TCC) announced today that it has sold an educational math game concept to national toy distributor, Creative Toys USA. The game, tentatively named "Quip," is designed to challenge any level student, from grades 3 and up, while teaching mathematical basics in a fun and engaging method.

While the contract transfers all intellectual properties rights from TCC to Creative Toys USA, the companies see this as just the beginning of a profitable relationship and are currently in discussion to collaborate marketing and packaging for the game. Additional versions of Quip, as well as a number of other educational toy and game ideas are also in development.

Although TCC focuses on providing innovative marketing solutions for its clients, the company's creative staff frequently participates and wins idea and invention competitions, placing in the top 5 in 5 different national idea searches in 2004 alone. The company has other concepts pending royalty-based deals, however, this is the first idea for which all rights have been sold.

TCC principal and Quip inventor, Michael Cucurullo states, "Our studio encourages creativity as a means of exploring each client's needs. It's doubly exciting when an idea breaks out of the box of our usual services and blossoms on its own."

Creative Toys USA is a Colorado based corporation, which specializes in educational games and activities. All Creative Toys products are based on the concept of learning through experience.

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, legal, 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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