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TEPLOW CUCURULLO COMMUNICATIONS LAUNCHES NEW WEB SITE FOR THE RED SOX SOUVENIR STORE

Boston, Mass. (21 March 2005) – Teplow Cucurullo Communications, LLC (TCC) announced today the launch of the Red Sox Souvenir Store's newly redesigned e-commerce website. Phase one of the project went live this week at www.yawkeywaystore.com.

TCC was contracted by the Red Sox Souvenir Store last fall to re-design the site to be more user-friendly and appealing to the eye, as well as function as an additional means of purchasing their products. The project included a complete re-design of the website, as well as the addition of online shopping functionality and real-time order processing.

TCC has been working with The Souvenir Store for over five years to produce its annual direct mail catalogs, broadcast e-mails and other print and interactive advertisements. Through a more integrated approach to marketing and design, TCC has helped the Souvenir Store build its brand, customer base and, ultimately, its revenue.

Owned by Twins Enterprises, Inc., the Souvenir Store is one of the most popular Red Sox game destinations. The store specializes in official Red Sox clothing and accessories, baseball memorabilia and novelty items.

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, Harvard University Group Health Program, Emack & Bolio's, Orsett Properties, Ltd., International Metal, magic 106.7 and The Zone 790 AM Sports Talk Atlanta.

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