

**TELOW
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Teplow Cucurullo Communications, LLC Tops Toy Idea Competition and Leverages Artistic Approach to Win New Clients

Local agency proves creativity remains the core of marketing success

BROOKLINE, MA November 6, 2002 -- Brookline marketing communications firm, Teplow Cucurullo Communications, LLC (TCC), has proven that taking a creative approach to new business opportunities can sustain company growth and lead to financial success. The firm announced today that three toy inventions submitted by Michael Cucurullo, Principal Vice President of TCC, into the Idea Hunt – a blind competition lead by Big Idea Group in conjunction with Color Kinetics – placed first, second, and third out of a field of 575 submissions.

“After narrowing the field down to twenty ideas, we picked the top three,” stated Michael Collins of Big Idea Group. “This was a blind evaluation with inventors’ names blocked out, so it was a surprise to us that all three top choices came from one inventor.”

Cucurullo – artist, designer, and dedicated father – dreamed up the inventions while playing with his daughter. “You start with a fantasy or an abstract concept with raw potential and turn it into something tangible with a useful application for the company and the consumer. While these ideas stem from an incessant desire to improve the world around us, I can’t deny that there’s a great deal of fun in everything we do.”

TCC was awarded prize money and will be given royalties on any final product ideas that Color Kinetics purchases for licensing.

This type of innovative thinking is more than just a fun outlet for an artist with creative energy to burn. TCC President and CEO, Jon Teplow, has found new ways to put his team’s talents to work. From developing cartoon direct mail pieces, to creating artistic signage systems, to producing flash animation illustrations for court proceedings, Teplow has blended his business acumen with Cucurullo’s creative prowess to develop solutions for clients as diverse as Emack & Bolio’s, WWZN The Zone 1510 Sports Talk Boston, and Testa, Hurwitz & Thibault.

"It's about striking a balance," states Teplow. "Not only between the strengths and weaknesses our team possesses, but across clients, industries, projects and services as well. Remaining a small business has provided flexibility, both operationally and financially, to help sustain us during the recent economic downturn. However, it is our experience with varied, vastly different industries that has allowed us to survive."

Local ice cream franchise, Emack & Bolio's, recently enlisted TCC to illustrate their corporate website and design customized in-store signage. By developing and mass-producing signs that look like the original hand-painted signs, TCC created a customized system that provides the company with a consistent look and feel across stores without appearing overly corporate. In addition, allowing store employees at different locations to fill in the flavor placards and signage themselves gives each shop a decidedly unique, artistic identity.

"Artistry and individuality are extremely important to me personally, but hiring an artist to hand-paint signage for each new store was not efficient," said Bob Rook, founder of Emack & Bolio's. "The TCC team came up with a solution that allows me to get new store locations up and running quickly, while maintaining individual design and appeal."

Using Web illustrations, flash animation and PowerPoint presentations, TCC helps legal teams at firms such as Testa, Hurwitz & Thibault, LLP and Hale & Dorr, LLP translate complex technical concepts into clear, comprehensive explanations. These graphics are aimed at helping internal trial teams communicate key facts around intricate chemical and technical concepts to judges and juries. Thus, the teams are able to spend less time explaining the technological details and more time presenting their cases.

In addition to partnering with local businesses, TCC places strong importance on working with non profit organizations such as The Massachusetts branch of The North American Family Institute and Parents Helping Parents, a statewide network of peer-led support groups for parents seeking better ways to manage their anger. TCC is working with each of the organizations to provide a fresh direction for their advertising and marketing materials.

According to Teplow, it is the variety of marketing challenges TCC faces that feeds the team's creativity and helps them continuously develop fresh ideas and unique solutions.

"Some agencies have a niche in a particular industry or two, our niche lies in our ability to develop and implement artistic solutions for the challenges any industry presents."

About Teplow Cucurullo Communications, LLC

Teplow Cucurullo Communications, LLC was founded in January 2001 as a full-service communications firm dedicated to addressing the corporate communications needs of businesses in various industries, including high-tech, healthcare, retail, manufacturing, food & beverage and broadcasting. Clients of Teplow Cucurullo Communications include The Zone 790 AM Sports Talk Atlanta, The Zone 1510 Sports Talk Boston, The Phantom Gourmet, The Harvard and MIT COOP, The Boston Red Sox Souvenir Store, Visualization Technology, Inc., Bicon Dental Implants, S.R. Weiner, Harvard University Group Health Program, Surgical Dynamics, Inc., Integra Technical Consulting Corp., and Middlesex Gases & Technologies, Inc.