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## FOR IMMEDIATE RELEASE

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### TEPLOW CUCURULLO COMMUNICATIONS LAUNCHES CORPORATE IDENTITY CAMPAIGN FOR MINDSHIFT TECHNOLOGIES

*Brand marketing and design firm introduces new marketing collateral campaign for  
East Coast's leading provider of managed IT services*

**BOSTON, Mass.** (15 May 2006)- After several months of research, design, and development, Teplow Cucurullo Communications, LLC (TCC) announced today the roll-out of a comprehensive sales and marketing collateral campaign for mindSHIFT Technologies (mindSHIFT), a leading provider of managed IT services in New England and the North Atlantic Region.

As mindSHIFT's agency of record, TCC sought to use the initial evaluation and evolution of mindSHIFT's sales and marketing materials as a foundation upon which to build and advance the additional marketing initiatives planned for implementation throughout 2006. A comprehensive collateral system – with a variety of detailed brochures, inserts, and graphics – resulted in a distinct, professional look that accurately represents the corporate identity of the mindSHIFT organization.

"TCC's commitment to customer service and depth of experience in developing brand marketing programs for businesses in the technology sector positioned them well as the agency of choice for us," stated Paul Chisholm, CEO of mindSHIFT. "Our senior management and sales teams are extremely pleased with the collateral system created by TCC. The pieces are already having an impact on the sales process with many of our customers and prospects."

"mindSHIFT represents the ideal customer profile for TCC," added Jonathan Teplow, President & CEO of TCC. "Their unprecedented professionalism and strong work ethic made the development and implementation of this initial program run smoothly. We look forward to continuing our partnership and generating more positive results with the brand marketing and design programs we have planned for the remainder of the year."

#### **About Teplow Cucurullo Communications**

Founded in 2001, Teplow Cucurullo Communications, LLC, is a brand marketing and design firm dedicated to addressing the integrated marketing needs of businesses across several industries. Industry sectors served include but are not limited to: technology, healthcare, manufacturing, broadcasting, nonprofit and law. Some of TCC's clients include mindSHIFT Technologies, Middlesex Gases & Technologies, GeoTrust, Wilmer Cutler Pickering Hale & Dorr, LLP, 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](http://www.tepcuc.com).