

**TELOW
CUCURULLO
COMMUNICATIONS**

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FOR IMMEDIATE RELEASE

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**The Teplow Group and Cucurullo Graphics Merge to Create
Teplow Cucurullo Communications**

Full-service Firm Introduces Renaissance Approach to Customized Corporate Communications

BROOKLINE, MA, February 5, 2001—The Teplow Group, a leading local advertising marketing and design firm, announced today that the company has merged with Cucurullo Graphics, a multi-faceted design and illustration studio, to create Teplow Cucurullo Communications, LLC. The joint venture was entered into on January 1, 2001 and focuses on a unique, artistic approach to addressing the entire spectrum of corporate communications challenges today's small to medium-sized businesses face.

Under the direction of President and CEO, Jonathan Teplow, and Principal Vice President, Michael Cucurullo, Teplow Cucurullo Communications team members mesh interdependent talents with customized services to provide Web design, corporate branding, print advertising, graphic design and illustration for clients in various industries. The company combines creativity, market knowledge and diverse backgrounds of expertise to provide a state-of-the-art approach to marketing communications.

Strategy sessions dedicated to corporate messaging and concept development create solid foundations on which to build all marketing initiatives and corporate communications. In a renaissance fashion, projects are first broken down into their core components, where ideas and concepts are initially worked out in pencil sketches prior to involving the more structured influences of the computer. Graphic design is then implemented to lend projects a professional, corporate appearance.

Teplow Cucurullo Communications' uniquely simplistic approach to helping businesses communicate their stories creatively, effectively and affordably was born out of the proficiencies and philosophies of the organization's founders.

Jonathan Teplow, Teplow Cucurullo president and CEO, began his career working in advertising and marketing firms in Boston, MA and New Orleans, LA, including Arnold & Co. and The Cippolla Group. During Mr. Teplow's ten-year career in advertising, he also contributed as the Marketing Director at the Harvard Cooperative Society. Prior to forming Teplow Cucurullo Communications, he was the founder and CEO of the Teplow Group Advertising, Marketing and Design.

Mr. Teplow has a BA from Tulane University, New Orleans, LA.

Michael Cucurullo, Teplow Cucurullo vice president and art director, hails from Brooklyn, NY and was schooled extensively in Rome, Italy in the fine arts. In 1981, Mr. Cucurullo opened Magic Pen Studios in Boston, MA, an art studio that combined spirited creativity with marketing know-how. With the proliferation of computer graphics and digital processing, Magic Pen Studios evolved into Cucurullo Graphics in 1984. Prior to forming Teplow Cucurullo Communications, Mr. Cucurullo spent 16 years as founder and designer for Cucurullo Graphics.

Mr. Cucurullo has a BA from Hofstra University and teaches graphic design and computer applications at Suffolk University.

About Teplow Cucurullo Communications, LLC

Teplow Cucurullo Communications, LLC was founded in 2001 as a full-service communications firm dedicated to addressing the corporate communications needs of businesses in various industries, including high-tech, retail, food & beverage and broadcasting. Clients of Teplow Cucurullo Communications include The Phantom Gourmet, Dining In, The Coop, Campus Career Center, iStructure, Visualization Technology, Summit Sports, Ciclismo Classico Biking & Walking Tours, StudentCity.com Travel and WQXI Sports Talk 790AM, Atlanta.