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TEPLOW CUCURULLO COMMUNICATIONS, LLC DEVELOPS CLEANAIR CABS BRAND FOR THE CITY OF BOSTON

--Brookline-based agency designs brand identity and promotional materials for green initiative--

BOSTON, Mass. (14 May 2007)- Teplow Cucurullo Communications, LLC (TCC) announced today that the City of Boston has approved the brand image, vehicle identification design, and subsequent marketing collateral developed by the Agency.

Working closely with the Boston Public Health Commission, the Hackney Division, and the taxicab medallion owners, TCC ran a pilot launch of the brand campaign last fall at the AltWheels Festival. CleanAir Cabs require 1/3 less fuel than regular cabs and are distinguished by a unique green stripe on the side of the vehicle. There are currently 12 CleanAir Cabs operating in the City of Boston, and Mayor Thomas Menino has publicly recognized the company for its efforts in improving public health.

"We're excited to be a part of the growth and evolution of CleanAir Cabs. It's a great opportunity to use our creative capabilities to raise awareness about environmental issues and make a positive impact on the City of Boston. We are proud to have the opportunity to contribute to this important initiative" commented TCC president, Jon Teplow.

About Teplow Cucurullo Communications

Teplow Cucurullo Communications, LLC, is a full-service brand marketing and design firm dedicated to the integrated marketing needs of businesses across several industries. Branding initiatives include strategy, concept, website, email, direct mail, outdoor, corporate identity, print-ads, catalog, packaging & merchandising, signage, trade-shows and events. Some of TCC's clients include mindSHIFT Technologies, Phantom Gourmet, Wilmer Cutler Pickering Hale & Dorr, LLP, Harvard University Group Health Program, Emack & Bolio's, Two Ten Footwear Foundation and The Zone 790 AM Sports Talk Atlanta. For more information visit www.tepcuc.com.