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**IDEAS ON PURPOSE WINS MULTIPLE INDUSTRY AWARDS
NEW YORK, NY — JULY 10, 2001**

Ideas On Purpose (IOP), a leading New York-based graphic design studio in practice for ten short months, today announced it received a number of industry awards for recent work on behalf of their clients. The studio was the recipient of two honors at the 2001 AR100 Show and received two more nods in the International 2001 ARC Awards.

The AR 100 Show lauded Ideas On Purpose's annual reports for NewPower and Octel Corp. as two of the year's best 100 annual reports. The AR100 Show is the largest and most prestigious competition recognizing design and strategic excellence in corporate annual reports, culminating in a full-color, hardcover book showcasing the winning entries.

At the International ARC Awards, the judges honored the NewPower 2000 annual report with a silver award and the Regeneron Pharmaceuticals 2000 annual report with a gold award. Gold Awards are now eligible to win the "Grand Award" for "Best of Show" and "Best of Overall Annual Report". The awards will be presented at a gala ceremony and banquet at the Plaza Hotel in New York City in July of 2001.

Deemed the "Academy Awards of Annual Reports", the ARC Awards honors the world's best annual reports judged by a diverse group of professionals in the fields of investor relations, corporate writing and graphic design. Presidents, CEOs and other senior members of corporations, agencies and design firms provide final judging.

About Ideas On Purpose

Ideas on Purpose (IOP) is a group of talented individuals who are experts at identifying and delivering clients' unique stories. IOP helps clients define their strategies and visually distinguish themselves. They study the specifics of each business and explore the individuality of each corporate culture, then apply that knowledge across the board — from the biggest conceptual thinking to the smallest design details. The result? IOP connects with targeted audiences through exceptional work products that are as dynamic and diverse as the clients they represent. More information and samples from their portfolio are online at www.ideasonpurpose.com.