

IDEAS (ON PURPOSE)

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FOR IMMEDIATE RELEASE:

IDEAS ON PURPOSE CHOSEN FOR EXECUTIVE INTERVIEW BY *THE WALL STREET TRANSCRIPT*

Jan. 5, 2005 New York, NY — Ideas On Purpose (IOP), a leading graphic design studio, was chosen by *The Wall Street Transcript (TWST)* for an executive interview. The interview, noteworthy in that it was an honor rarely awarded outside the financial-services community, was published recently online at the *TWST* web site (www.twst.com).

Michelle Marks and John Connolly, two of the three founding partners of IOP, disclosed in this interview a history of successful creations in the financial-services sector (Warburg Pincus, UBS PaineWebber, Miller Buckfire Lewis Ying) and also a number of important projects in the areas of energy (NewPower, Competitive Power Ventures), consumer products (3M, Clinique), and healthcare/biotech (Regeneron Pharmaceuticals, Memorial Sloan-Kettering Cancer Center). The studio was honored during the past several years by the International ARC Awards, the Black Book AR100 Show, *Graphic Design:USA's* American Graphic Design Awards, *HOW* magazine's International Design Competition, *STEP Inside Design* magazine's Annual Review show and *Communication Arts* Annual Design Issue. Examples of IOP's award-winning work are on the IOP web site (www.ideasonpurpose.com).

According to Marks, IOP offers clients both large and small expertise in tactical communications especially valuable in effective branding. Connolly noted, "We have long-term relationships with clients where we will address their identity, logo, complete stationery system, Web site, brochures and help on an as needed basis for their ongoing communication needs. Or, we help clients on individual tactical assignments. Either way, we can help them establish continuity in their brand expression and a distinctive voice in the marketplace."

To view an excerpt visit www.twst.com/notes/articles/zav119.html.

About The Wall Street Transcript

The Wall Street Transcript is a 40-year old publication that furnishes information to the investment and business communities via a unique interview format that typically focuses on major CEOs, analysts, and money managers.

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.

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