

FOR IMMEDIATE RELEASE:**IDEAS ON PURPOSE CELEBRATES TOP HONORS**

October 5, 2005 New York, NY — Ideas On Purpose (IOP), a leading graphic design studio, announced today it has been honored once again by some of the industry's most prestigious awards committees for recent work on behalf of clients. The awards represent a wide-array of branding, annual reports and communications for clients in a variety of industries, further validating IOP's position as one of the premier design studios delivering strategic, visually compelling communications for clients. IOP was recognized by the ReBrand 100, the AIGA, the International ARC Awards, the Black Book AR100 Show, *Graphic Design:USA* magazine's American Graphic Design Awards, *HOW* magazine's Self Promotion Design Awards, M-Real Corporate Communications Competition and the International Association of Business Communicators.

At the ReBrand 100, two IOP branding programs were honored with Merit awards; Competitive Power Ventures (CPV) and DeSilva & Phillips. ReBrand 100 is the first international awards competition established to recognize the world's 100 most effective rebrands: the repositioning, revitalizing, restructuring, or redesign of some or all of an existing brand's assets to address various business challenges. IOP's work has enabled these two brands to re-emerge with a unique presence, a riveting promise, and a fresh approach by achieving that critical blend of design and business strategy essential to meeting market objectives.

At the International ARC Awards, two IOP projects were honored; the 2004 Octel Corp. annual report was honored with a silver award, and the 2004 Memorial Sloan-Kettering Cancer Center annual report was honored with a bronze award. The ARC Awards are presented to annual reports that demonstrate superior performance in carrying out stated goals and objectives, innovative concepts, noteworthy writing, clarity in financial data presentation and imagination and vigor in design.

The 2004 Octel annual report and the 2003-2004 TB Alliance annual report were also recognized as two of the year's best 100 annual reports at the Black Book's 20th Annual AR100 Show. And, the Octel report was further honored as one of the top ten photographed. 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.

"We are proud to win the recognition of our peers and our industry once again. We work hard to create solutions that serve each client's specific objectives, and this widespread recognition of our work reaffirms our approach" said Darren Namaye, Creative Director and Principal at IOP.

Additional awards secured by IOP include:

- 365: AIGA Annual Design Competition 26 considered more than 4,500 entries and selected a group of 106 examples of outstanding design produced in 2004, including the 2003 Octel annual report.
- *HOW*'s 18th Annual Self-Promotion Design Awards honored the Spring 2005 Clinique sales support materials – with thousands of entries and only 140 winners in 15 categories, the Awards highlight excellence in design and communication from around the world.

- M-Real Corporate Communications Design Competition selected the Octel 2004 annual report as the “best in show” winner. This competition selects the best corporate communications from around the world, and Octel was selected for the highest honor from hundreds of entries.
- *Graphic Design:USA's* American Graphic Design Awards showcase the breadth and depth of American graphic design with entries from all 50 states. Several pieces from IOP were honored, including the 2004 Octel annual report, the Clinique Spring 2005 sales support materials, the 2003 American Jewish Joint Distribution Committee annual report, and the DeSilva + Phillips M&A report.
- Memorial Sloan-Kettering Cancer Center's 2004 annual report was honored with an award of excellence from the New York chapter of the International Association of Business Communicators. The NY/IABC Awards for Communication Excellence (ACE) recognize extraordinary communications work. Winning entries successfully apply strategic, innovative and highly creative communication processes, programs and/or tools that yield measurable results.

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.