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**FOR IMMEDIATE RELEASE:**

**DARREN NAMAYE AND MICHELLE MARKS TO BE FEATURED ON CREATIVE BUSINESS PANEL**

March 15, 2006 New York, NY — Darren Namaye and Michelle Marks, principals at Ideas On Purpose (IOP), will join a panel discussion entitled Creative Business in Seattle, Washington. The panel discussion features four members of the design community and will address the intersection of the creative process and business strategy.

Namaye and Marks, both Art Center alumni, will present IOP and their experience working with clients ranging from Fortune 100 companies to non-profits. The event will be held on April 6th at Pravda Studios in downtown Seattle and is sponsored by Art Center College of Design.

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