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FOR IMMEDIATE RELEASE

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**SCRAPBOOKING ACCESSORY INVENTED BY TEPLOW CUCURULLO COMMUNICATIONS
SELLS OUT ON QVC IN FIVE MINUTES**

Brookline-based marketing firm signs product licensing agreement for accessory sold by QVC

Boston, Mass. (31 January 2005)- Teplow Cucurullo Communications, LLC (TCC) announced today that the first of two original product ideas - developed by TCC and licensed to Big Idea Group of New Hampshire - have been offered for sale on the popular national television network, QVC. The product, named the Crop Station, is a portable work surface designed for the lucrative scrapbooking market. According to QVC sales figures, total inventory of the Crop Station sold out within five minutes of being on air during the initial offering of the product.

The Crop Station complements the already successful "Memories to Go" line currently sold on QVC TV and www.qvc.com. QVC is planning three additional airdates for 2005 as soon as product stock can be replenished. The second TCC product licensed to the Big Idea Group, also a "Memories to Go" line extension, is scheduled to air on QVC in early June.

News of the "Memories to Go" deal comes on the heels of TCC's sale of the educational math game, QUIP, which is currently in production and scheduled to hit shelves this March. Several other licensing deals are in negotiations promising to make this a stellar year for TCC's Idea Generation initiative – an internal program developed to encourage pure creativity among TCC staff and apply the firm's innovative capabilities to a variety of disciplines and industries.

"We're accustomed to developing new ideas for our clients," states principal Michael Cucurullo, "but we also develop our own ideas into marketable products. Many companies find that innovative ideas often originate outside the confines and limitations of their internal research and development departments. That's where we come in – as instigators of unconventional thinking."

Jonathan Teplow, president of TCC points out that "creative energy is not enough to ensure innovation. A positive environment and a system that nurtures exploration are critical to the development of true creativity. Our commitment to this type of corporate culture results in ideas and inventions that can be harnessed in multiple ways and cultivated into a variety of marketable ventures."

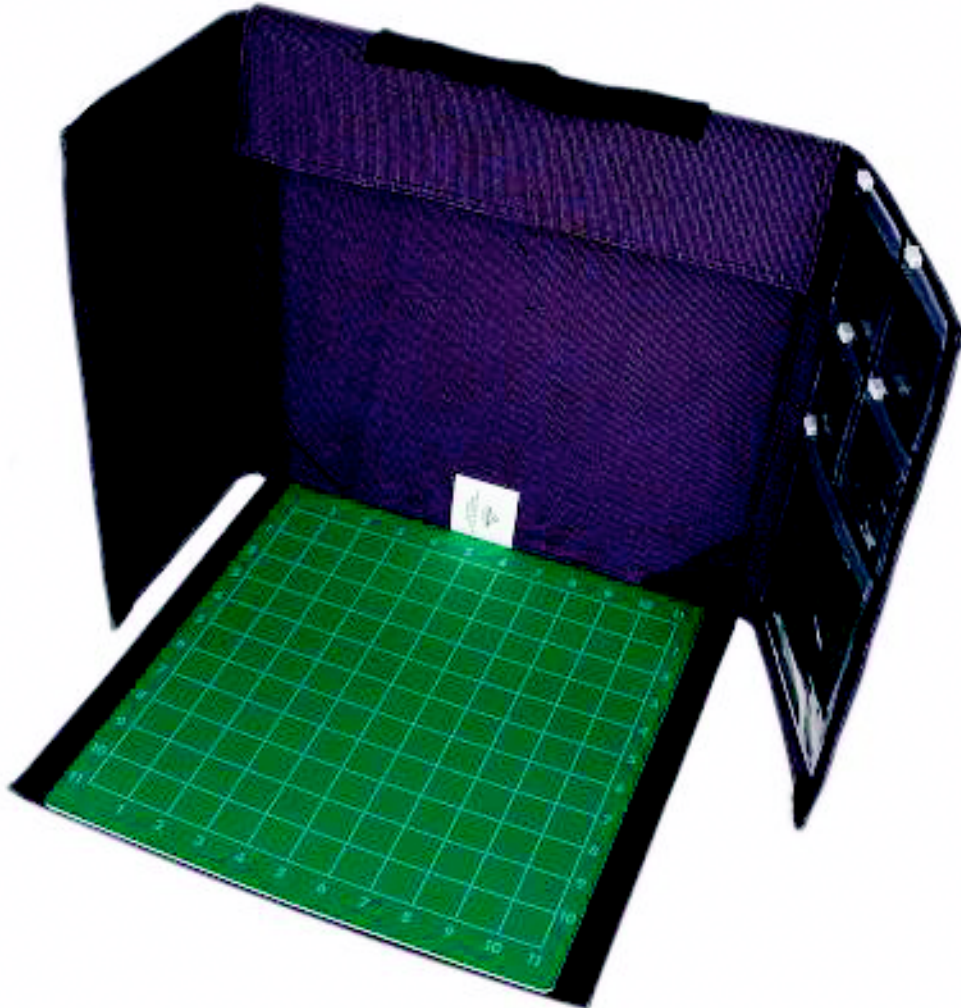
About Teplow Cucurullo Communications.

Founded in 2001, Teplow Cucurullo Communications, LLC, is a full-service strategic communications firm dedicated to addressing the integrated marketing needs of businesses across several industries, including technology, healthcare, retail, manufacturing, food and beverage, broadcasting, nonprofit and law. Some of TCC's clients include The Phantom Gourmet, Wilmer Cutler Pickering Hale & Dorr, LLP, The Harvard and MIT COOP, The Official

Red Sox Team Store, Harvard University Group Health Program, Emack & Bolio's, International Metal and The Zone 790 AM Sports Talk Atlanta.

About The Big Idea Group

Founded by Michael Collins, Big Idea Group of Manchester, NH was created to help both inventors and corporations meet the innovation challenge of an increasingly competitive marketplace. They partner with designers and manufacturers to identify, develop and bring to market innovative new ideas.



Memories to Go accessory, Crop Station, invented by Teplow Cucurullo Communications