

**TELOW
CUCURULLO
COMMUNICATIONS**

68 Harvard Street
Brookline, MA 02445

FOR IMMEDIATE RELEASE

Contact: Mehera Whedon, Account Executive
Teplow Cucurullo Communications, LLC
68 Harvard Street
Brookline, MA 02445
T (617) 566-6710
F (617) 566-8936

TEPLOW CUCURULLO COMMUNICATIONS, LLC POISED FOR LICENSING DEAL WITH WATERLOO INDUSTRIES, INC.

—Inventor, Michael Cucurullo is semi-finalist in Idea Hunt—

Boston, Mass. (12 November 2004)- Teplow Cucurullo Communications (TCC) announced today that 6 out of the 21 new product ideas chosen by Waterloo Industries, Inc. were submitted by TCC principal, Michael Cucurullo. Over 230 designs were submitted as a result of Waterloo Industries Idea Hunt for new concepts in the category of tool storage. Of the chosen ideas, an undisclosed number will receive licensing contracts and advance royalty payments.

The Idea Hunt was organized by New Hampshire's Big Idea Group, and involved some 110 designers from around the world. Mr. Cucurullo had more ideas chosen than any other designer.

This is not a new position for Mr. Cucurullo who has had a successful history of winning Big Idea Group's Idea Hunts starting with a dramatic sweep in 2002 when he placed first, second, and third out of a field of 575 submissions into a blind new product competition. More recently, he was a finalist in a Staples idea hunt, which has led to further discussions over royalty agreements.

"Encouraging creativity in everything we do is fundamental to the design of specific assignments. It can't be turned on or off at will but rather needs to permeate the soul." states Cucurullo.

Waterloo Industries, Inc., an operating company of Fortune Brand, Inc. (NYSE "FO"), is the world's largest manufacturer of tool storage products and principal supplier to many of North America's leading tool brands, retailers, and distributors.

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.

About Teplow Cucurullo Communications, LLC

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, legal, 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.

###