



***CIIC AND TOBIN+PARNES DESIGN ENTERPRISES TEAM UP TO DRAFT THE 'RIGHT' MODEL FOR BIG SUCCESS***

*Trend-Setting PR Agency Joins Forces with Top Architecture and Interior Design Firm*

Nyack, NY (January 15, 2001) -- Carolyn Izzo Integrated Communications (CIIC) announced today that it has been contracted to launch a high-profile public relations campaign on behalf of Tobin+Parnes Design Enterprises, a top-notch architecture and interior design firm committed to the belief that the "right" design elements can play an integral part in how an organization communicates.

Says Carolyn Izzo-Feldman, CIIC's president, "The focus of the Tobin+Parnes team is individuality. For every company, corporation and landmark there is a unique message to be expressed, and that message begins with each establishment's singular design format. Viewing even one Tobin+Parnes-designed property is all it takes to see that their talent is unprecedented. Creating campaigns to coincide with their activities will be a great privilege."

Comments Carol Tobin, Principal of Tobin+Parnes, "CIIC's reputation as a preeminent agency is based in part on the diversity of its clients. While many PR agencies concentrate on building a clientele from a particular industry, CIIC views each client independently, within the context of its particular industry but set off by its distinct goals and achievements. Tobin+Parnes and CIIC are aligned philosophically, and that is of the utmost importance to me."

CIIC will begin its Tobin+Parnes campaign by launching a media and creative crusade that will position Tobin+Parnes as leaders in restaurant, hospitality, healthcare, hotel and landmark restoration design, with a major focus on corporate and commercial design.

Tobin+Parnes Design Enterprises works with the top researchers, contractors, expeditors and consultants in the country, providing the organization with a solid national presence and the tools to get the job done. Examples of properties that have benefited from Tobin+Parnes' one-of-a-kind designs include Floris of London, Directors' Guild of America, Lancôme, Episode International, Mothers Work, Hebrew Home for the Aged at Riverdale, The Riese Restaurant Organization, the Parker-Meridien Hotel and more. Tobin+Parnes has also restored numerous NYC landmark locations, including New York City's famed Paramount Building (with a focus on the minute details of its clock, globe and cherished marquee).

CIIC, based in Nyack, NY, designs and implements dynamic and comprehensive public relations and marketing programs for national and international clients in the fields of travel and hospitality, health and beauty, food and beverage, business to business and retail. Clients include the Acapulco Convention and Visitors Bureau, California Pizza Kitchen, Krispy Kreme Doughnuts, Cabo San Lucas Tourism Board, New Jersey Coalition Against Sexual Assault, S.T. Management Corporation, Apex Foot Health Industries and American Leisure Corporation, among others. Tailoring marketing activities to specifically meet the needs and goals of each individual client and maintaining a stellar staff of executive level professionals has ensured a roster of long-standing and satisfied clients. In addition to New York, CIIC's satellite offices are located in Los Angeles, Boulder and San Diego.

*CIIC-TPDE Right Model of Success\_January 15, 2001.doc*