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TOBIN+PARNES RECEIVES PRESTIGIOUS AWARD FOR DESIGN OF MICHAEL K

Design Of Leading Hip Hop Retail Establishment Garners Yet More Kudos For Prominent NY Firm.

ADDITIONAL ARCHITECTURAL & DESIGN RECOGNITIONS FOR THE ARCHITECTURE & INTERIOR DESIGN FIRM

New York, NY (FEBRUARY 09, 2004) - Tobin+Parnes Design Enterprises is pleased to announce that it has won first prize in the single unit category for the *Chain Store Age* 22nd Annual Retail Design Awards for 2003. This award is in recognition of Tobin+Parnes' extraordinary architecture and design components for Michael K, a 22,000 sq. foot retail space in Soho, NY. Michael K is a one-stop shopping destination selling urban hip hop, Euro-chic/fusion fashion for those consumers who are paving the path for the fashion trends of the future; it features 22 "stores within a store," including leading brands such as Nike, Puma, The North Face, Adidas, Sean John Blue, Ben Sherman, and Lacoste.

Says Carol Tobin, principal at Tobin + Parnes Design Enterprises, "We relish the opportunity to work on a project like Michael K. Everything about the Michael K philosophy says 'cutting edge,' so we knew it would be a great opportunity for us to step outside the box and develop a unique design concept to go with the retail concept. Vlad Zadneprianski, one of our top architects/interior designers at Tobin+Parnes, oversaw all aspects of the entire project. What the Tobin+Parnes team created in the Michael K space is nothing short of an "exciting alternative retail environment."

Some of the special features of the Michael K store design include: an audio/video broadcasting system that feeds music and video to 200 video screens (including large projection screens, plasma monitors and LCDs and even small screens built into the floor) throughout the store; programmable lighting for LEDs, strobes, and floor, wall and ceiling laser lights ; story walls with video screens, signage, recessed display cases, at both store entrances; overhead conveyors moving select product, and more. Since virtually every structure is made of metal (in every conceivable form—smooth, hammered, burnished, raw, painted, stressed), the light and sound are made to bounce, creating a chamber of irresistible sensory stimulation. There is also a state-of-the art DJ booth from which consumers' favorite hits spin while haze machines generate fog to create theatrical effects with lights, music and merchandise.

Tobin + Parnes Design Enterprises will be featured in the February, 2004, edition of *Chain Store Age* magazine. *Chain Store Age*, which has been publishing since 1925, is one of the most highly regarded national retail trade magazines in the country.

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ADDITIONAL AWARDS AND RECOGNITIONS

The Chain Store Age Retail Design Award is one of several that Tobin + Parnes has received for their work on a range of high-end projects. Most recently, they received a 2003 Award for Excellence from the International Facility Management Association (IFMA) for an interior design project undertaken for the corporate law offices of Thelen, Reid & Priest, in NYC.

In November, 2003, The Southampton Inn, a project Tobin+Parnes completed in 1999, was awarded "Best Public Space" for the lobby addition and interior.

In January, 2004, SBLI USA, a mutual life insurance company, awarded Tobin + Parnes Design Enterprises its coveted 2003 Business Partner of the Year Award for architecture and design. Tobin + Parnes has been working with the SBLI USA Organization for two years on the development of a new retail prototype; a hybrid retail design that integrates SBLI USA's need for customer service centers, satellite offices and a new sales initiative promoting their many insurance and financial products. Tobin +Parnes, with their design vision and retail experience, has been instrumental in realizing SBLI's goals to establish a national presence. In addition, Tobin+Parnes is responsible for numerous, on-going architecture and interior design projects at SBLI USA's corporate offices in New York and New Jersey as well as other development projects. Tobin+Parnes and SBLI USA have formed a unique partnership and a truly collaborative team.

In November of 2001, Tobin + Parnes received a "Special Recognition" award at the "Making New York History" awards ceremony in recognition of their renovation of the historic and famed Paramount building in Times Square. Tobin+Parnes takes great pride in the numerous restoration and Landmarks preservation projects they have completed successfully in New York City.

Tobin + Parnes Design Enterprises is a full-service architectural and interior design firm, entering it's twenty-first year of business and dedicated to providing outstanding design solutions for a broad range of clients on an a highly individualized basis. Tobin+Parnes works with top researchers, contractors and consultants from all over the country to stay on the cutting edge of construction, building and material developments. Examples of properties and clients that have benefited from Tobin+Parnes' design solutions include SBLI-USA, Mazama Capital Management, Newmark Properties, Parker Jewish Institute, Bernstein Real Estate, Floris of London, Lancôme, Paul Taylor Dance Company, Episode International, Mother's Work, Hebrew Home for the Aged at Riverdale, The Riese Organization and more.

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