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**TOBIN+PARNES SHOWCASES SAVVY BLEND OF ART, ENTERTAINMENT
AND RETAIL IN UNIQUE SETTING AT NEWLY OPENED R.SOLE STORE**

***Award-Winning “Black Box” Design Artfully Displays
St. Louis Retailer’s High-End Merchandise***

NEW YORK, NY, October, 27, 2006 – New York architecture / interior design firm, Tobin+Parnes Design Enterprises is celebrating the completion of another cutting-edge design project that is literally turning heads. The award-winning design of R.sole in St. Louis, a retail store that sells Nike and other high-end brands special edition sneakers and custom-made shoes, combines a gallery-inspired configuration with an urban nightclub aesthetic.

The dark rectangular 1,972-square-foot retail space resembles a hip art gallery as each collectible sneaker is creatively displayed like a museum piece. Niche wall display units are backlit by color-changing LED lights to enhance and highlight the special attributes of each shoe. The ever-changing hue of lights deliberately showcases a series of strategically placed, rotating merchandise display panels and recessed LED floor tiles direct customers to special areas where accessories, toys and other special merchandise are located.

“The collaboration between Tobin+Parnes and R.sole Owner Barry Pener, resulted in a dynamic synergy of ideas and concepts, and enabled us to take risks in architecture, design and materials,” said Carol Tobin, Principal, Tobin+Parnes. “Ultimately, our combined efforts created a store that dramatically synchronizes an artistic and urban gallery-inspired aesthetic with a high-end selling environment.”

The R.sole project, which received a 2006 AIA/St. Louis Design Award, also brought together the Peners, a highly respected family of retailers best known for their successful “Man of Fashion” stores throughout the Midwest, and Nike, the country’s leading sporting goods manufacturer. “The overall effect is exciting and memorable, and creates a selling atmosphere where our customers feel invited to interact and experience the merchandise,” says Pener. “Executives from Nike are excited about the completed design and know it will ensure the success of the R.sole project. The response from Nike and our customers in regard to the design, look and feel of our store has been incredible and extremely rewarding.”

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Consistent with the overall store aesthetic, Tobin+Parnes' designers covered the front windows in translucent vinyl with geometric cutouts, allowing passer-bys only a glimpse of the interior. "Although it was risky, our team decided to use a non-sell, selling strategy for the storefront because it would appeal to serious collectors and also act as a lure for other customers," said Vlad Zadneprianski, of Tobin+Parnes. "Collecting high-end sneakers is similar to being a member of a private club/culture and that theme begins at the storefront and is carried throughout the entire interior space."

Dark gray finishes are used on the millwork, the floor, ceiling and walls, recalling a designer's black box, and imparting the attitude of a hip exclusive nightclub. The checkout station was designed to be easily converted into a DJ station for parties and community events.

Design plans are already in place for additional R.sole store openings in Memphis (December 2006) and other Midwest markets. Tobin+Parnes' design team is working closely with the Peners to continue with the black box prototype design showcased at the St. Louis location with new exciting design elements added for the introduction of a clothing line and expanded merchandise.

About Tobin+Parnes Design Enterprises

Tobin+Parnes Design Enterprises is a full-service design and architecture firm dedicated to providing outstanding design solutions for a broad range of clients on a highly individualized basis. Examples of properties that have benefited from Tobin+Parnes' design solutions include Michael K, Mazama Capital Management, Parker Jewish Institute, Carmine's Restaurant, The Paramount Building, World Wrestling Entertainment, Floris of London, Lancôme, Southampton Inn, Paul Taylor Dance Company, Episode International, Mother's Work, Hebrew Home for the Aged, The Riese Organization, Wendy's and more. Tobin+Parnes has also restored numerous Landmark buildings throughout New York. Visit Tobin+Parnes' website at www.tobinparnes.com.

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Special note to press: For a complete press kit and hi-res images of the Rsole design project, please visit the Tobin+Parnes press room at www.tobinparnes.com/pressroom.html or contact rmartin@ciicnews.com or 845/358-3920 x21.