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**Tobin+Parnes Awarded
AIA New York State Citation for Design of R.sole Store**

New York, NY (October 4, 2007) - Tobin+Parnes Design Enterprises announced today that it has been selected by the American Institute of Architects New York State, Inc. (AIANYS) to receive the prestigious AIA New York State Citation for Design for R.sole - a cutting-edge retail space offering high-end, collectible shoes and sneakers located in St. Louis. The award will be presented at the AIA New York State 2007 Design Awards Reception to be held at the Grand Hyatt Hotel in New York City this October 5.

"It is a great honor to be awarded the AIANYS Citation for Design, as the award is given by our peers in the architecture and design field," said Carol Tobin, principal, of Tobin+Parnes. "The collaboration between Tobin+Parnes and R.sole Owner Barry Pener, resulted in a dynamic synergy of ideas and concepts."

R.sole's innovative black-box prototype inspired interior has previously been honored with the 2006 AIA/St. Louis Design Award and *Chain Store Age's* 2007 Retail Store of the Year award in the footwear category and First Place in the exterior design category. In addition to the St. Louis location, Tobin+Parnes was commissioned by their clients to design a similar prototype that recently opened its doors in Memphis.

AIA New York State, Inc's Design Awards Program was instituted to celebrate, honor and promote excellence in design by New York State Architects for their creativity and imagination in solving design problems for their clients and to generate greater public interest in architecture.

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. 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.

For more information about Tobin+Parnes Design Enterprises, please visit the Tobin+Parnes pressroom at www.tobinparnes.com/pressroom.html.

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