

For: CBX, New York, N.Y.
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For Immediate Release

CBX EXPANDS INTO SPECIALTY RETAIL STORE DESIGN
***--New team of veteran store designers and project managers now working on projects
for prominent national fashion retailer***

NEW YORK (1/6/2010)--CBX, the strategic branding and retail design consultancy based here, has announced that its Retail Division has expanded into specialty retail and department store design, recruiting a team of experienced retail designers, project managers and business development executives to create solution-driven concepts for apparel and lifestyle merchants and brands. The new group is already off and running, with projects for a major national fashion retailer.

As a full-service consultancy, CBX offers architecture, interior design, merchandise and store planning, identity and branding, graphics and environmental graphic design, media design, product design, master planning, construction detailing, and consumer research. To introduce its expanded capabilities and team to the largest annual gathering of retailers, CBX will be exhibiting at the National Retail Federation's Annual Conference and Expo, which begins next week in New York City.

"Our expansion into specialty retail leverages the many strategic and design capabilities within the firm in order to serve retailers in the fashion apparel and lifestyle sectors," said Joseph Bona, President of CBX's Retail Division. Well known for its work within the grocery, drugstore and convenience store-petroleum industries both domestically and internationally, CBX's Retail Division has a prolific portfolio spanning multi-national and regional chains.

"This move enhances our overall offer for retailers and brands in all formats regardless of product or service category. With the addition of key personnel, we're able to design solutions for any client," added Gregg Lipman, CBX's Managing Partner. "We can say that with confidence, because we have found top-notch retail design and project management talent with a wealth of in-depth specialty and department store experience."

The new team includes retail design veteran Peter Burgoyne, who will help drive the creative leadership of the specialty program. In his role as Creative Director, he will be responsible for programming, concept creation, design and design development. Burgoyne has more than 12 years experience in a wide range of retail projects involving disciplines from architectural design and interior design to architecturally based new media projects. Prior to CBX, Burgoyne held positions with Callison Architecture, RYA Design Consultancy and Jones Apparel Group, all in New York City. During his tenure with RYA, Burgoyne led the planning and design team responsible for the 800,000-sq.-ft. Shinsegae Department Store in Busan, Korea. Additional projects include work for Printemps in France, Rustan's in The Philippines and Karstadt in Germany. During his tenure with Jones Apparel Group, Burgoyne was charged with creating the concept design for its Nine West brand, and to manage brand integrity during an international rollout that spanned more than 60 countries.

Kieran Jason Hackett has been named Senior Vice President, Brand Activation Retail Environments. He comes to CBX from The Rockwell Group, New York City. There, Hackett led "Studio Red," the firm's brand activation group, working with such clients as Coca-Cola, McDonald's, P&G, Mercedes-Benz, Marriott Hotels and Resorts, Club Med and Jet Blue to create dynamic brand experiences in the built environment. Prior to Rockwell, Hackett was senior strategist for interactive consultancy KPE in New York City. At CBX, Hackett will reach across the agency to develop strategy and tactics for using environmental, merchandising and interactive design to increase consumer engagement and drive preference for clients' products.

Dimitri Vermès has been named Vice President for CBX. Most recently, Vermès served as vice president with RYA Design Consultancy, where he led new business development efforts, marketing and

communications for both the New York and Dallas offices. Prior to RYA, Vermès spent nearly nine years at GRID 2 Int'l, beginning as vice president of marketing and later elevated to partner. While there, he was responsible for new business and strategic branding efforts on an international level, including the Americas, Europe, the Middle East and Asia Pacific. Vermès has worked with such clients as J.P. Morgan Chase, Commerce Bank, Cartier, Diageo, Pernod-Ricard, L'Oreal, Hess, Giant Food, UPS, P&G, Borders Books, Arby's and Duane Reade.

Rounding out the group's major new recruits is Joon Kyu Whang, who was named Managing Director, Korea. Based in the firm's Seoul office, he brings more than 24 years experience in architecture and design of retail, hospitality and entertainment venues to CBX. Whang has been responsible for the marketing, management and design of a variety of mixed-use retail design projects and department stores throughout Europe, Asia and the United States. Prior to joining CBX, he was vice president and managing director at RYA Design Consultancy in New York and Seoul, where he directed and managed Pacific Rim projects. Whang has also held management positions with Walker Group/CNI in New York, HTI/SDI (now FRCH) and served with Schafer Associates in Chicago early in his career.

About CBX

CBX, www.cbx.com, is a fully integrated creative agency specializing in retail design and operations, brand and corporate identity development, packaging, research, and motion branding. The award-winning company maintains offices in New York City, Minneapolis and San Francisco in the U.S., and in Seoul, South Korea. The CBX Worldwide Partnership has operating offices in Santiago, Buenos Aires, Sao Paulo, Mexico City, Melbourne, Shanghai, London and Amsterdam.

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NOTE TO EDITORS: CBX's Retail Division will be exhibiting at the National Retail Federation's DESiGN STUDIo for Store Design and Visual Merchandising, a resource area for visual merchandising, store design, and design technology suppliers. The STUDIo will be open on Jan. 11-12 in Manhattan on level 4 of the Javits Center. Additionally, Joseph Bona is participating in a panel session titled "The Power of Retail Design," taking place Sunday, Jan. 10, from 10:15 to 11:45 a.m., Room Hall E, 1E.

High-resolution headshots are available from Parness & Associates.