

NEWS RELEASE

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Concept Branding Group and Bule|Fusion Worldwide Create Design and Branding Global Alliance

Leading branding and design firms join forces to fully activate brands for start ups, small and medium sized businesses, retail and hospitality operators, trade groups and non profits

Washington, DC, February 18, 2009 -- With more than 175+ years of collective small business, retail, hospitality and organizational brand building expertise, Concept Branding Group has forged a global alliance with Bule|Fusion Worldwide, tapping state-of-the-art design capabilities to bring added depth and life to current and planned client brand creation and refinements.

Bule|Fusion Worldwide will bring striking visual life to the brand and organizational efficiencies of Concept Branding Group clients, building long-term brand sustainability. The firm also showcased its creative abilities with the redesign of the Concept Branding Group website.

"Since our founding in 1991, we have always sought to provide operators, suppliers and trade groups with the tools necessary to refine their brands, improve operations and move to the next level of performance. By creating this global alliance and centralizing our ideas, recommendations and concept refinements with Bule|Fusion, under one umbrella, we are poised to assist small businesses, retail, hospitality operators and membership organizations set new levels of achievement," commented Tom Kelley, Managing Partner of Concept Branding Group. "With our recently added client roster and our entry into the Southern California market this Spring, we are well poised to add value and grow client profile in bold, creative ways."

"The alliance with Concept Branding Group will provide Bule|Fusion Worldwide a framework to pursue new business opportunities and share expertise. The synergy between our two firms will extend our strategy and design capabilities to the global hospitality, retail and restaurant industries," said Chun Y. Gee, Principal and Managing Director of Bule|Fusion Worldwide.

The firms are aggressively seeking and already are in contention for both small and large projects from California to Washington, DC. It welcomes all inquires from individuals, companies and organizations seeking to enliven their brand identities.

By creating the alliance, the reach of both firms now expands into Asia (Bali, Indonesia), Europe (Nuremberg, Germany), Canada (Montreal) and the United States (Washington, Boston, Kennebunkport, Palm Springs).

Concept Branding Group, with 175+ years of combined expertise, works with forward-thinking clients, entrepreneurs, business leaders and their teams to unleash their full brand potential. We look at your world with a fresh, informed, unvarnished and imaginative point-of view -- only then do we reveal possibilities that challenge and elevate expectations. Ultimately, we inspire alliances and new avenues for growth by creating powerful brand strategies and solutions to evolve and activate your brand and profile.

www.conceptbrandinggroup.com

Bule|Fusion Worldwide, a full-service agency, delivers brand strategy, Web development, creative design and interactive marketing solutions to client partners of all sizes. We use positively challenging ideas to help our client partners generate more revenue. For more information, visit us on the Web at www.bulefusion.com