

PRESSRELEASE

CSA Wins 2005 ReBrand 100(TM) Award

*Celebrated as One of The World's Best Rebrands in
First Annual Awards Program*

New York, NY, May 5, 2005 – Carbone Smolan Agency (CSA) was recognized last night as one of the world's best rebrands in the first annual ReBrand 100 Awards. ReBrand 100 recognized CSA for successfully enabling its client, Assurant, to re-emerge into the market with a unique presence, a riveting promise and a fresh approach. Organizations representing 11 countries and 45 industries entered the first annual awards program which was juried by an international panel of 10 industry experts.

"We share this honor with our clients at Assurant," said co-founding partner Ken Carbone. "It takes courage, collaboration and commitment to break outside the mold, and we're thrilled to be recognized by the ReBrand 100 jury for our joint achievement on this project."

"The precedent for rebranding has been set. We saw an amazing quality and caliber of submissions from all around the world," said Paige Arnof-Fenn, founder and CEO of Mavens & Moguls and ReBrand 100 juror. "The ReBrand 100 award winners recognize the importance of brand and design in growing a healthy and sustainable business. The winning rebrands are successful from a business standpoint because they're fully integrated, well thought out, well designed and well strategized."

Unique among awards, ReBrand 100 analyzes the before and after state of the rebrand, and assesses its impact on strategic business goals and target markets. A rebrand is defined as the repositioning, revitalizing, restructuring or redesign of some or all of an existing brand's assets to address strategic business goals.

The 2005 award winners will be featured in an online gallery and published in the ReBrand 100 Annual, available in June from www.rebrand100.com. Winners in the Best-of-Awards category will be recognized at a dinner preceding The Center for Design & Business: Success by Design 2005 Conference on May 4 at the Rhode Island School of Design Museum in Providence, Rhode Island.

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About ReBrand 100 (TM)

ReBrand 100(TM) is the first and only awards program to recognize the world's most effective rebrands: the repositioning, revitalizing, restructuring or redesign of some or all of an existing brands assets. Directed by Anaezi Modu, the competition is juried each year by an international panel of industry experts. The Center for Design & Business is a founding sponsor of ReBrand 100. The 2006 ReBrand 100 entry deadline is September 28, 2005. For entry and sponsorship information, visit www.rebrand100.com.

About Carbone Smolan Agency

Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.