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# PRESSRELEASE

## CSA Selected to Design Gore Capability Center

New York, NY, April 17, 2006 – W.L. Gore & Associates, the multi-national enterprise best known for its GORE-TEX fabrics, has chosen Carbone Smolan Agency to design its Capability Center. Located at Gore's Barksdale Facility in Newark, Delaware, the Center is scheduled to open for customers in May of 2007. The first of its kind for the company, which has over 45 facilities across the world to support its many products, the Center will display Gore's products and technical capabilities in one place.

The project combines CSA's talent for content management and environmental design. "Our focus is organizing dense scientific information into a design that is user-friendly, visually striking and durable," said Ken Carbone, founding partner, CSA. "Gore has a long-standing history of innovation. We are looking forward to helping them promote that success through our creative insight."

"We approached this initiative looking for a fresh, creative approach to displaying our problem-solving capabilities in a way that is informative, compelling and inspiring," said Gene Castellano of W.L. Gore & Associates. "CSA's skills and prior experience, along with a willingness to cultivate a deep understanding of our products and technology, makes them an ideal partner."

The Capability Center will open in one year. The newly renovated building on the Barksdale campus will also be the center for Gore's recruiting and training activities in the Eastern United States.

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### About W.L. Gore & Associates, Inc.

W.L. Gore & Associates, Inc. was founded in 1958 by Bill and Vieve Gore, who set out to develop products that made use of the unique properties of polytetrafluoroethylene. Perhaps best known for its consumer products like GORE-TEX fabric and ELIXIR guitar strings, Gore is a leading manufacturer of thousands of advanced technology products for the electronics, industrial, fabrics and medical markets. The company, headquartered in Newark, Delaware, posts sales of almost \$2 billion and employs more than 7,000 associates

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**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](http://www.carbonesmolan.com).