

FOR IMMEDIATE RELEASE **November 1, 2005**

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JFK Terminal Holiday Exhibit Awarded To Long Island Creative Partnership

(Long Island, NY) WL Concepts & Production announced today that the firm has joined forces with Koulian Design Group for the design and production of an exhibit at New York City's JFK International Airport in celebration of the holiday season. Both firms are excited that this contract was awarded for five years and will extend through December of 2010.



From left: Bill Levine, President, WL; Marian Keilson, Director of Marketing, WL; Ann Lucido, Director of Client Services, KDG; Neshan Koulian, Principal, Creative Director, KDG

The exhibit, called, "The Many Faces Of Holiday," to be unveiled in early December at JFK's Terminal 4, will feature a multi-cultural theme in recognition and celebration of holiday festivities around the world.

The two firms developed the concept and are collaborating on the project. The exhibit consists of a dramatic full-color, three-story installation in the terminal combining large format photographs and other creative design elements. Over a half-million travelers and visitors to Terminal 4 are expected to view the exhibit during the holiday season.

Bill Levine, President of WL Concepts is delighted to be working with Neshan Koulian principal and creative director of Koulian Design Group. "We are honored to have been chosen to produce such a culturally significant exhibit. Our goal is to visually capture the joy of the holidays as celebrated by the many cultures around the world." They go on to state, "This exhibit illustrates how people all around the globe share in the joy and emotion of celebration during the holiday season. It is an inspiring project with a display which will capture the hearts of those passing through this terminal at JFK during the holiday season."

WL Concepts & Production

WL Concepts, founded by Bill Levine, is a leader in creating innovative, visual and three-dimensional displays, graphics, and signage. In 2004 WL Concepts had the distinct honor of being named a New York State Small Business Hall of Fame winner. In addition, through an open ratings survey conducted by Dun & Bradstreet the firm received an overall score of over 96 in areas such as reliability, cost, quality, personnel, customer support, timeliness, order accuracy, business relationships, and responsiveness. WL Concepts is a GSA approved vendor on their schedule 78 covering signage and graphics.

Under Bill Levine's leadership the company has ignited a revolution in on-site branding, creating new display possibilities, and elevating the range of materials and imagery available to today's market leaders. When the world's most successful marketers are seeking a high impact presentation of their brand, they rely on the work of WL Concepts to develop stunningly crafted design elements.

The company's work brings to life ideas, concepts, and brands amplifying messages with a bold, dynamic, physical presence. The company has experienced extraordinary growth during the past 5 years as a result of its highly visible and inspiring display designs for merchandisers such as Timberland, Jones New York, and Tommy Hilfiger as well as financial institutions and retailers such as Washington Mutual and Disney. WL Concepts work can be found in a variety of environments including retail, trade, and cultural exhibits. More about WL Concepts can be found online at www.wlconcepts.com

Koulian Design Group

Koulian Design Group, founded by Neshan Koulian is one of today's most influential design firms. The company has transformed the image of countless companies and brands delivering fresh, imaginative, and distinctive identities. The firm's innovative work has fueled its reputation as one of the east coast's preeminent leaders in modern corporate marketing; masterfully working in a diverse range of categories; print, package, interactive, online, and event design.

Koulian Design's award-winning work has captured the attention of the design community as well as a prestigious list of marketers. The firm's clients have included internationally known consumer brands such as Hartmann and Dansk, and business-to-business brands such as PharmaScan. Over the last 20 years, Koulian Design has produced a groundbreaking body of work, elevating the profile of clients, and contributing to extraordinary bottom-line results. More about Koulian Design Group can be found online at www.koulianstudios.com

The Many Faces Of Holiday will be installed at the passenger check-in area of Terminal 4. The travel hub is a 1.6 million square feet facility and JFK International Airport's primary international terminal. More than 5.2 million travelers pass through the terminal annually.