



Creative Consumer Concepts
10955 Granada Lane
OP, KS 66211

NEWS MEDIA CONTACT
Valerie Jennings
913. 549.3117, Office
913.220.7694, Cell

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PRESS RELEASE

C3's World Headquarters Moves To Leawood

LEAWOOD, KAN. – Bob Cutler, CEO of Creative Consumer Concepts (C3), the largest kids-focused brand marketing agency in the nation, led over 150 employees, friends and clients in a groundbreaking ceremony in Leawood today.

Cutler said he was excited to unveil C3's new world headquarters and shared his long-term vision with the C3 family. "Today is symbolic for several reasons," he said. "The first is that exactly one year from today we will be celebrating 2007 in a new building as a result of our outstanding achievement and commitment to our clients, colleagues and community. The second is that 2007 marks our 20th anniversary since C3 was founded."

Cutler, who received the "Best Bosses Award" by *FORTUNE Small Business* and Winning Workplaces in 2005, pointed out that C3's long-term objective has been to give back to the global community. "Our dedication to improving our people and planet while making a fair profit has allowed for significantly lower turn-over amongst employees and a high retention rate," explained the CEO. (www.robertculter.com)

C3 received national media recognition for implementing a Global Community Service program last year that allowed any associate to volunteer up to a 40-hour work week to a global, charitable organization. The company covered expenses for airfare, accommodations and program fees. A few of the countries Cutler approved proposals for were in Thailand, Ecuador, Romania, Costa Rica and Manila.

Construction at the new site will begin in the spring; the formal ribbon cutting ceremony will take place a year from the groundbreaking event. The company is currently located at 10955 Granada Lane in Overland Park.

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