

For immediate release

YAD2M Creative announces an alliance with the Hughes Group to enhance the design and graphics services of both organizations.

Sunnyvale, California, September 8, 2003. – YAD2M Creative, a creative design and marketing firm in San Jose, and The Hughes Group, an exhibit and presentation company in Sunnyvale, announces an alliance relationship to provide creative design, marketing, and graphics services to local, national and international clients.

The new name of the organization will be called Design 2 Market, and will share offices with The Hughes Group in Sunnyvale, California. YAD2M Creative, lead by founder Steve Yamaguma, was formed over a year ago as an offshoot of Yamaguma & Associates / Design 2 Market. "The new organization will allow us to focus on what we do best, providing creative design solutions for the B2B markets," said Mr. Yamaguma. The Hughes Group will provide their sales and account service expertise, as well as their depth of experience as a provider of exhibit booth for trade shows.

"Working with Design 2 Market will significantly increase the quality level of the inhouse creative, design and production services we offer to our national accounts," said Robert Douglas, CEO of The Hughes Group California, which is associated with The Hughes Group, Maryland. Design 2 Market will operate as an independent company and continue to serve their existing clients as they have over the past 20 years in Silicon Valley.

To learn more about Design 2 Market and see our portfolio, call Steve at 408/279-0500 or visit www.yad2m.com, or www.design2marketinc.com. The new office will be located at 909 Weddell Ct., Sunnyvale, CA 94087.