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**Communication Arts Agency Expands to International
Arena;
Roddan Paolucci Roddan Now Reaches from Palos Verdes to Indonesia**

Agency Perseveres U. S. Real Estate Slowdown by Diversifying Operations Globally

PALOS VERDES ESTATES, Calif. – Roddan Paolucci Roddan (RPR), the communication-arts firm specializing in branding, guiding and growing companies, has added international clients to its already distinguished roster, resulting in a better than expected first half of 2008. RPR’s ability to attract international business as well as offer clients the integration of its marketing services – such as brand identity, advertising, interactive and public relations – has played a large role in that success.

“There are certain universal truths to the marketing process that appeal to a global clientele as well as local” said RPR President Mark Paolucci. “The first is the desire to create a strong initial brand platform, or identity, and the second is to integrate this brand into the various marketing disciplines as seamlessly and cost effectively as possible. The ability for us to create, produce and execute this entire sequence – within our four walls and at a high skill level – makes us unique in our field and has allowed us to compete on an international level.”

In 2007, as the U.S. economy began to slide, Paolucci and RPR’s Senior Council devised a plan to expand its resort business as well as reach globally to help grow the business.

Since then, RPR has been engaged by international developers to brand an Indonesian island, as well as an ultra-luxury resort destination currently in planning and development on its southern coast.

RPR also commenced work for **Terranea**, a resort and coastal preserve along the Palos Verdes Peninsula; **Bahia de los Sueños**, custom-home and resort destination in Baja California Sur; **Beverly West**, Emaar Properties’ international high-rise residences along Los Angeles’ Wilshire corridor; **The Ranches at Figueroa Canyon**, the largest available collection of California ranches to descend from the original royal ranchos of the Santa Ynez Valley; **Raffles Hotels and Resorts**, private luxury residences in Manila, Vietnam and Seychelles Islands; and **Laing Luxury**, the top-tier custom- and semi-custom home division of award-winning U.S. homebuilder John Laing Homes.

RPR recently launched websites for The Ranches (www.RanchesAtFC.com) and John Laing Homes’ Metro Collection campaign (www.TheMetroCollectionJLH.com), and has begun development on exclusive new portals for Beverly West, Terranea and Bahia de los Suenos. RPR will perform Los Angeles and U.S.-based public relations outreach for three Raffles resort properties around the world. Both Beverly West (Emaar Properties and Laing Luxury) and Raffles maintain ownership teams in Dubai, United Arab Emirates.

Every RPR client is encouraged to take advantage of the full range of the agency’s powerhouse marketing capabilities, including multi-disciplinary public relations, advertising and creative services, and new media and interactive web development.

RoddanPaolucci.com illustrates RPR's integrated approach to marketing through multi-disciplined case studies, work samples and personal conversations, and was named "Best Website for an Associate" at the 2007 MAME Awards, hosted April 19 by the Sales and Marketing Council of Southern California.

About Roddan Paolucci Roddan

Roddan Paolucci Roddan is a communication-arts firm, and is an active member of Urban Land Institute, Sales and Marketing Council, Building Industry Association, Public Relations Society of America as well as other important organizations devoted to improving the built environment.

RPR's creative services continue to be recognized for their concept- and design-savvy marketing. Most recently, the agency has been honored for its innovations with the 2007 Gold Bulldog Reporter Award for **Excellence in Media Relations and Publicity** and the 2007 MAME Award for "**Best New Website for an Associate.**" RPR continues to garner attention for its positioning and branding of HomePlay, a series of media-grabbing events produced with Centex Homes. In HomePlay, the agency staged audience-interactive, theatrical experiences using actors who play a fictional family living in model homes. The program attracted the attention of *The New York Times*, *Wall Street Journal*, *National Public Radio* and *Nightline*.

RPR also exhibits progressive industry leadership through its special programs and panels. These include events such as "**Nouveau Buyer Behavior: What Are They Thinking?**" the sold-out presentation offered at the annual Pacific Rim-based PCBC conference in San Francisco. This event resulted in a front-page Real Estate section article in *Los Angeles Times*, and was later reprised by the Building Industry Association's Sales and Marketing Council at Walt Disney Concert Hall in downtown Los Angeles. **Martini 2.0** is a series of workshops hosted by the agency designed to educate local business leaders about the changing dynamics and impactful utility of web-based marketing.

RPR also makes presentations at high-level meetings of the international Urban Land Institute (ULI). At ULI's recent Las Vegas workshop, "**Experts Arsenal: How to Market in a Down Market,**" RPR provided insight to developers from across the continent on how integrated marketing can help achieve marketing goals even during the most challenging economic times. RPR has also achieved notoriety for its involvement with the **Luxury Marketing Council**.

For information about Roddan Paolucci Roddan or to begin receiving RPR's monthly e-newsletter, *The Hotlist*, please visit www.RoddanPaolucci.com or call (310) 791-2755.

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