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CONTACT

Ștefan Liuțe
Strategy Director

Tel/Fax: +40 (232) 233068
E-mail:office@grapefruit.ro

AbsolutAd.com unveils new site by Grapefruit Design

Iasi, June 5, 2003 - Grapefruit Design created the new version of AbsolutAd.com, a web site dedicated to the Absolut art phenomenon and fandom, as part of a project that envisages long-term support of the said site.

Founded back in 1996, AbsolutAd.com is now one of the largest and most renowned web sites dedicated to Absolut art, featuring an extensive amount of art, Absolut brand trivia and memorabilia, books and cocktail recipes, as well as historic information and collectible print ads.

"I must give a HUGE thanks to the Grapefruit Design folks for all their hard work in designing and coding the new site. They have done an incredible job and I am so pleased with the new look!", said Michelle Chumash, AbsolutAd.com's founder. "The site's quality and equity made it become more than a site dedicated to a famous brand--they gradually turned it into a brand in itself. Michelle's effort is exceptional and we considered it is worth encouraging her to go on by contributing to AbsolutAd.com's rejuvenation", added Marius Ursache, Chief Creative Officer Grapefruit Design.

Grapefruit Design (www.grapefruitdesign.com) is an identity and new media consultancy based in Iasi, Romania. The client list includes international clients like Eli Lilly, International Corporate and Brand Identity Centre and The Cayenne Group, as well as large Romanian companies such as Connex (Mobifon SA), Mercury Research and Siveco Romania.