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**Strategic Move on the Romanian Branding Market.
Grapefruit Opens an Office in Bucharest.**

Bucharest, March 16, 2006 - Grapefruit, one of Romania's major branding and interactive design consultancies today opened an office in Bucharest. Ștefan Liuțe, Strategy Director and co-founder of Grapefruit, is in charge of the new office.

With a significant expertise in branding and visual identity, Grapefruit gained international recognition before receiving it in its domestic market. Opening a new office in Bucharest is part of the company's strategic development plan, as Grapefruit is taking on a new approach of the Romanian market, as a consequence of the rising demand for its services.

"The increase in the number of clients from Bucharest and the complexity of the projects we develop for them has made our presence here a necessity", Ștefan Liuțe says. Founded in Iași, Grapefruit has not only a domestic market, but also an international one, with clients spread on four continents. "The Bucharest office also makes it easier for us to handle relationships with our foreign clients", Ștefan Liuțe emphasizes.

"We believe in specializing and branding is our specialty. The market is constantly growing and there are a lot of clients in Bucharest who requested our presence there and who appreciate our experience and the value of our work. The Bucharest office will efficiently respond to this demand, and it will also contribute to the development of the Romanian branding services market", Marius Ursache, Chief Creative Officer at Grapefruit remarked.

The contact information for the Bucharest office is: Grapefruit SRL, Av. Th. Iliescu no. 48, Ap. 1, Bucharest, B 011674, Tel/fax: +40 (31) 405 2000 and +40 (31) 405 2400, e-mail: office@grapefruit.ro

Grapefruit (www.grapefruit.ro) is a branding and interactive design consultancy with offices in Iași and Bucharest, Romania. Grapefruit has worked for over 100 companies and corporations in 13 countries on 4 continents. Its client roster includes Dacia (groupe Renault), Connex-Vodafone, HP România, Gândul, Eli Lilly, Antibiotice, OTP

Bank, The British Council, The International Corporate and Brand Identity Centre (UK) and DDB San Francisco (USA).

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