



Contact Karen Herman, Gustie Creative
Telephone 561.409.5135
Cell 913.549.2816
Email karen@gustiecreative.com
Website www.gustiecreative.com

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GUSTIE CREATIVE APPOINTS ADVISORY BOARD

KEY BUSINESS EXPERTS TO PROVIDE STRATEGIC GUIDANCE

Boca Raton, FL, June 26, 2015– Gustie Creative, an innovative disruptive retail design and strategy firm, is pleased to announce the appointment of key business experts to its newly formed advisory board. The newly appointed Advisory Board will serve as a strategic resource to Gustie Creative as it continues to experience significant growth and explores building a unique platform for disruptive retail that caters to the global consumer.

“This is a great next step for Gustie Creative, as we have achieved our proof of concept, are building a steady client base, and see articles on, and examples of, disruptive retail emerging worldwide, every day. Our analytics show blog and website visits, again worldwide, and reinforce the interest we know exists in disruptive retail.” – Karen S. Herman, Founder of Gustie Creative

The inaugural members of Gustie Creative’s Advisory Board include:

- **Howard Gitten**, Technology Attorney at Locke Lord LLP in West Palm Beach, FL; over 25 years of experience helping companies build value around their corporate advantage; also serves on additional boards, including the Executive Board of the MIT Enterprise Forum.
- **Adam Herman**, Chief Integrated Media Officer of Zimmerman Advertising in Fort Lauderdale, FL; nearly 30 years of combined advertising and media experience; worked with industry leaders including Digitas, MediaCom, MediaPost Communications, Waring & LaRosa, and Grey Advertising; specializes in traditional and online advertising, marketing, media, emerging technology, and publishing.
- **Kris Kitchen**, Founder of Kris Kitchen Design in Kansas City, KS and an entrepreneur, artist, and multidisciplinary researcher; currently focused on digital art and advanced cryptology; research interests including consciousness, artificial general intelligence, time reclamation, life automation, augmented reality, and futurology.
- **Roseanne Rosen**, previous Senior Vice President of Operations at People to People International in Kansas City, MO for over 36 years; led a global team to carry out the mission of People to People International, a nonprofit, educational, cultural, and humanitarian organization founded by former US President Dwight D. Eisenhower; interests are focused on social action/justice related causes.

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“I am proud to be involved with Gustie, a forward thinking group that is bringing paradigm bending ideas and technologies to what was previously considered the old school world of marketing and commercial interior design.” – Howard Gitten, Technology Attorney and Advisory Board Member

The launch of the Gustie Creative Advisory Board shows their commitment to strategic growth for their company and investment in building a long term global vision for disruptive retail that brings value to each client and is deeply based in sustainable design, integration of new technologies, including augmented reality, into the design process, and partnering with non-profits.

Gustie Creative has had an office in the Technology Business Incubator in the Research and Development Park at Florida Atlantic University in Boca Raton since 2013 and recently expanded into additional office space.

“Gustie Creative’s growth and development is in-line with the progress we hope to foster at the Technology Business Incubator. We’ve been pleased to work with Karen as she has built her Advisory Board and sought new ways to win new clients. Karen’s success is an important example to other early stage companies looking to join our initiative, and we look forward to celebrating future milestones with her.” – Andrew Duffell, CEO, Research Park at Florida Atlantic University

About Gustie Creative LLC

Gustie Creative (gustiecreative.com) designs unique brand experiences through disruptive retail. They are a full service design firm, retail design strategists, and design innovators. They are passionate about good design and creating connected interactions with all of their clients’ omni-channel touch points to offer unique user experiences for consumers. Clients include Zimmerman Advertising, Wind2Share, Bagel Twins, and XploreAR.

About the Research Park at Florida Atlantic University

Established in 1985, the 100-acre Research Park at Florida Atlantic University (research-park.org) is home to technology companies working in conjunction with the FAU’s College of Engineering and Computer Science, Charles E. Schmidt College of Medicine and the College of Business. The Research Park hosts the Technology Business Incubator with startup technology companies, each of which receives business and consulting services with the goal of becoming established businesses and permanent residents in the Research Park.

If you would like more information, please contact Karen Herman at 561.409.5135 or email at karen@gustiecreative.com.