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TBI COMPANY RECOGNIZED IN SOUTH FLORIDA

Gustie Creative Awarded Legal Services Grant

Boca Raton, FL, September 24, 2014– Gustie Creative, an innovative disruptive retail design and strategy firm, is pleased to announce it is the recent recipient of the “Helping Innovators Thrive” award from Edwards Wildman Palmer LLP.

“We are delighted to have this opportunity to work with Edwards Wildman as we build the Gustie brand and develop an intellectual property strategy for our disruptive retail app.”– Karen S. Herman, Founder of Gustie Creative

This award was made possible through funds that were donated by Modernizing Medicine, a local healthcare technology firm. Modernizing Medicine won a substantial in-kind award from Edwards Wildman in the late stage company start-up competition at eMerge Americas Techweek in Miami last May. Modernizing Medicine donated the award back to the entrepreneurial community in South Florida through the Technology Business Incubator (TBI) and Gustie Creative was selected as the recipient of the first round of services awarded by the TBI.

“South Florida is the epicenter of burgeoning entrepreneurial innovation outside of Silicon Valley, and Gustie Creative is a shining example of the region’s growth and future potential. Modernizing Medicine is incredibly honored that we could help support our area’s start-up community.” - Daniel Cane, CEO and co-founder of Modernizing Medicine.

The TBI is South Florida’s preeminent home for emerging technology companies. Each company works with a mentor to map out milestones and regularly assesses itself against those goals. The TBI also facilitates the Resource Partners, a group of service providers that donate their time to the TBI’s startups in order to increase their chances of success. The TBI is located in, and funded by, the Research Park at Florida Atlantic University which is an independent special district dedicated to nurturing economic energy throughout Palm Beach and Broward counties.

Edwards Wildman has long supported entrepreneurs through its Helping Innovators Thrive (HIT) program, which enables affordable access to strategic legal advice for entrepreneurs and emerging companies. A \$2 million annual commitment by the firm, the HIT program provides flexible billing arrangements in the form of discounts, deferrals and grants of legal services to promising innovators. HIT has advised companies in all stages of its life cycle, including formation, protecting its intellectual property, financing, licensing and strategic alliances, and preparing for exit.

About Gustie Creative LLC

Gustie Creative (gustiecreative.com) is a full service firm designing disruptive retail experiences, destinations, structures and vehicles for web-based and small to medium-sized businesses. Gustie Creative was launched in Kansas City in 2011 at the Kansas Women's Business Center, where Ms. Herman completed the Kauffman FastTrac New Venture program. During Global Entrepreneurship Week in November of 2011, Gustie Creative won the "Top Woman Owned Business" start-up award in a contest sponsored by KC SourceLink. Gustie Creative opened an office in South Florida in 2013.

About Edwards Wildman Palmer LLP

Edwards Wildman (edwardswildman.com) is a full-service, international law firm with 16 offices in the US, Europe and Asia. The firm has market-leading capabilities in private equity and venture capital, complex litigation, insurance and reinsurance, IP and technology, and corporate and public finance. Edwards Wildman has more than a century of experience as business-minded legal counsel. Edwards Wildman shares their clients' entrepreneurial spirit and understands their industries, and succeeds because they add value to their clients' business.

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.

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