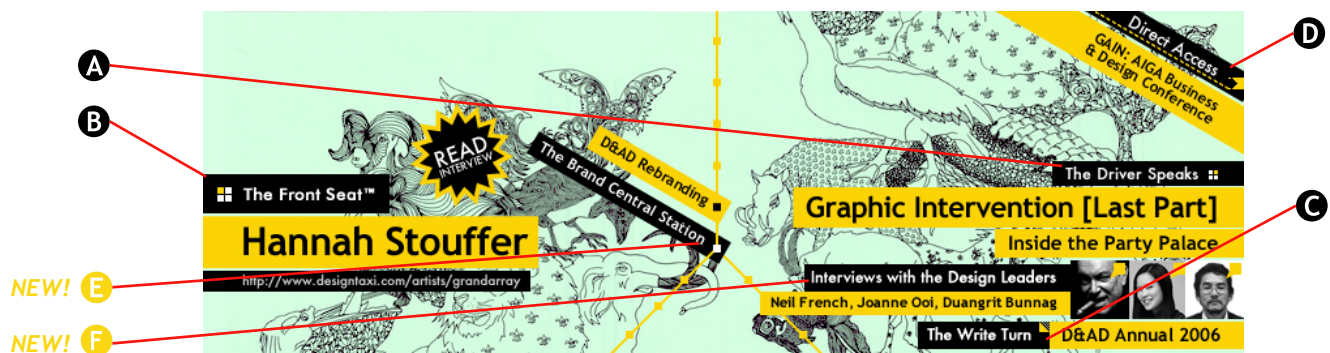


TAXI Design Network Tracks Brand Success Stories and Inspires with World-class Creative Leaders

For immediate release

TAXI Expands its Editorial Section With 2 New Columns Engineered to Provide Valuable Insights in the Design Industry



Singapore, December 2006 - TAXI Design Network, www.designtaxi.com, takes you to new places with the expansion of new editorial sections, 'The Brand Central Station' and 'Design Leaders'. Commencing a progressive monthly readership of a growing 10 million monthly, TAXI seeks to deliver more to the creative industry. It is no surprise that TAXI is faithfully followed by professional creative readers all over the world with its current major and diverse editorial segments such as:

The Driver Speaks **A**

- A weekly critical column depicting the hullabaloo of the industry

The Front Seat **B**

- 2-week feature of portfolio and interview for TAXI's premium portfolio members

The Write Turn **C**

- A bi-monthly book review on design/creative annuals and publications

Direct Access & Travel Album **D**

- Exclusive international event coverage by TAXI Design Network's specialized photojournalist and journalist team

News and Headlines

- Daily-updated industry related news, headlines and press releases

TAXI Design Network transcends design boundaries and gives the creative industry and metropolitans an intelligent insight and foresight on contemporary design issues of today, and especially tomorrow.

The Brand Central Station **E**

Worldwide brands have shaped the economy and left an impact on society and consumerism today. With The Brand Central Station launched on 14th November 2006, TAXI Design Network takes you to D&AD to understand the sophistication behind the effective branding concepts of the world's most prestigious awards. Coming up next will be Starwood Hotels and Resorts - the internationally known hotel chain worldwide, and AIGA - the professional association for design, to name a few.

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The Brand Central Station will enlighten you in your Design business with a better understanding. These case studies will enable you to get a close-up on brands to learn more about their successful creative branding strategy, innovative experiential marketing moves and the great customer experiences they practiced. Because consumers influence a brand, The Brand Central Station hopes to influence the creative industry with a better understanding of branding and marketing in the industry, and to also demonstrate how design has and can successfully play a major role in contributing to the society, economy, culture and politics.

Design Leaders **F**

Design Leaders features and interviews celebrated creative icons - leaders who play an essential role in shaping, educating, inspiring and motivating the design industry. With this new editorial column, creative practitioners will be able to gain new insights on the views of these leaders, be inspired on how they shape Design history and to share with the world their stories of yesterday which lead to their greater phenomenal success today.

TAXI Design Network leads the way with Design Leaders on 8th November 2006 with none other than one of the world's most renowned and prestigious award body, D&AD. TAXI interviewed Michael Hockney, Chief Executive of D&AD, and Creative Partners at Rose, Garry Blackburn and Simon Elliot, on the re-branding of D&AD after 40 years. The Lucie Awards - recognizing the world's finest photographers; TAXI spoke to the world's finest photographers who were made honorees, and also the speakers over at Beyond Summit 2006, Joanne Ooi, Neil French and famous Thai architect, Duangrit Bunnag.

For further information, please contact:

Bianca Zen
Editor, TAXI Design Network
editorial@hillscreativearts.com

About TAXI Design Network

TAXI Design Network is the key resource destination for the global creative industry of today. It is an international media network and a platform that bridges diverse creative disciplines and promotes collaborative interaction to propel unlimited innovations and infinite breakthroughs. It supports the entire initiative in raising awareness in design by translating Design into a universal language to communicate to the mainstream cultures. With its dedicated focus on the design industry, TAXI penetrates into a wide spectrum of target audience ranging from world-class creatives broadcasting their portfolios, to emerging artists seeking inspiration, and to corporate decision makers outsourcing for important creative hires.

TAXI delivers. From New York to London, Beijing to Tokyo, Sydney to everywhere else in the world. Visit TAXI Design Network at www.designtaxi.com.

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