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press release

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Robert G. Lyon + Associates, Inc. (RGLA) Fuels Growth with the Addition of Senior Architects

Management Additions:

Robert G. Lyon + Associates, Inc. (RGLA) a Chicago, IL based provider of retail solutions – specifically interior/exterior architecture design, space planning, fixture design, in-store branding, visual merchandising, and integrated visual communications is pleased to announce the addition of Senior Architects: Dave Heidtke and Robert Lengfelder. In these newly appointed roles, Dave and Robert add fuel to RGLA's new brand identity campaign unveiled this month (October 2005), support their tremendous growth strategy and allow RGLA to continue to expand their breadth of retail design services.

- ⇒ Dave Heidtke: In his position as Senior Project Architect, Dave (licensed in 14 states) brings over 25 years of retail architecture experience to his role at RGLA and has experience with such as high-end, luxury boutiques as YSL as well as multi-location roll-outs for retailers such as LensCrafters.
- ⇒ Robert Lengfelder's: As Senior Project Manager, Robert brings 17 years of vast retail program management experience to RGLA from three leading design firms and a cutting edge architectural firm. Prior to joining RGLA, Robert lead extensive store roll-outs and implemented multiple programs for retailers such as: Marshall Fields, Saks, Inc. and the prototype design of the Sprint specialty stores.