

**FOR IMMEDIATE RELEASE**

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**One of Orlando's Largest Commercial, Retail Developers -**  
**Unicorp National Developments, Inc., Taps**  
**HIGHER Advertising as Agency of Record**

**ORLANDO, FL—** As part of a long-term growth strategy, Unicorp National Developments, Inc. of Orlando, FL has retained Higher Advertising, Inc., also of Orlando, FL, to handle its advertising and public relations initiatives beginning May 3, 2004.

“We’re very excited about the fresh, new ideas the team at Higher Advertising has brought to the table that will help us continue to grow our company,” said Unicorp President Chuck Whittall. Chuck’s partner in the company, Lee Maher, agreed adding, “We sought an agency that could provide comprehensive marketing services and proven marketing strategy. Higher Advertising delivered.”

The agency is currently developing a comprehensive marketing strategy for Unicorp to include, advertising creative, public relations, collateral, special event support materials, etc.

“Unicorp’s marketing and corporate communications goals are both aggressive and exciting,” said Higher Advertising, Inc. President Mike Krutzler. “We look forward to helping Unicorp achieve unprecedented success in the months and years ahead.”

Unicorp National Developments, Inc. has played a key role in development of retail space for over eight years in Florida, New York and Arizona. The company's portfolio consists of over 50 commercial properties, including shopping centers and stand alone retail developments. Unicorp National Development is the developer of The Fountains at Bay Hill; Water Tower Place at Celebration; Baldwin Park Village Center, and many other high profile commercial developments throughout Florida, Arizona, and New York. Currently, Unicorp National Developments, Inc. has completed or is in the process of developing over 1 million square feet of commercial properties.

For more information on Unicorp National Developments, Inc. contact Mark Jerkins at Higher Advertising, Inc.: phone - 407.447.1340 or email - Mark@higheradvertising.com.

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