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FOR IMMEDIATE RELEASE

Intelident Solutions Announces Restoration Plans for Tampa-Cuba Cigar Factory *Headquarters relocating from Rocky Point*

TAMPA, Fla. (September 22, 2006) — Intelident Solutions retained Curts Gaines Hall Jones Architects of Ybor City to renovate the former cigar factory at 1202 N. Howard Avenue in West Tampa. Intelident purchased the 32,400-square foot former cigar factory in January to make the building its headquarters and workplace for many of its 100 corporate-based staff members.

Stephanie December Gaines, AIA, director of architecture for CGHJ Architects and the principal architect in charge of the restoration, anticipates that the renovation will take 12-18 months from commencement. CGHJ has won national, regional and local awards for their historic restoration, preservation and adaptive reuse efforts on many important historic structures in Tampa including the Florida Brewery and Ybor City Ice Works, the Italian Club, the Licata building and the Cuban Club. Gaines has extensive experience and a special interest in urban renewal and adaptive reuse.

Intelident's Chief Executive Officer Thomas Marler said that CGHJ's local achievements in historic renovation were key to its selection. "We know they will do an outstanding job helping us restore the building's historic character and making its exterior look as close as possible to its 1915 appearance. During that period, it was a thriving cigar factory — a community asset that contributed to West Tampa's economy by providing employment." Marler said he intends for Intelident's investment to enable the building to contribute to the community once again. "Shortly after we acquired the building, we hired West Tampa historian Maura Barrios to research its history so our restoration efforts could respect the building's history," he said. Barrios was able to locate the original deed that transferred the property from George N. and Lettie C. Benjamin to Samuel I. Davis of New York for the sum of \$16,600, historical photos, drawings, news clippings and city directories documenting the ownership succession and the significant physical changes made to the structure in 1915.

Architect Gaines noted, "The research, historical drawings and photos that Intelident provided are serving as our guideline for the building's renovation. We will carefully restore the building's historic brick, windows and shutters. When we surveyed the interior, we were excited to discover a single well-preserved, original window hidden behind drywall for almost 100 years. It will be used as a pattern for replacement windows," she said. The same is true for original shutters found on the back of the building. Like the window, they will help the architect and contractor restore much of the building's historic appearance.

The community will see the green awnings coming down along with non-historic additions added in the latter part of the 20th century that detract from the façade's historic integrity. Added Gaines, "Inside, we will use an open floor plan that, like the original interior, will showcase the many windows and allow light to travel throughout the space." Historically, the transmission of light in a cigar factory was vitally important in grading tobacco by color. "When the restoration is complete, the simple nature of this former cigar factory will be restored. We know that Intelident and the community are going to be proud of the end result," she added.

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Marler said that Intelident will coordinate a community meeting to give area residents an opportunity to see the plans for restoration of the former cigar factory. "As a stakeholder in West Tampa, we are making a significant investment in the community. We plan to assure our new neighbors that we are committed to the wellbeing of the neighborhood that we have selected for our permanent home," he added.

Minimizing impact to the neighborhood is an important consideration in the restoration process, explained Tom Fronce, senior vice president with Creative Contractors Construction, the contractor that will be doing the restoration work. "We typically go door-to-door to notify neighbors in the immediate vicinity of our work schedule and leave notes if we don't find them at home. We've done this kind of work in a residential neighborhood before and have already planned several steps to make sure neighbors are well-informed and inconvenienced as little as possible," he said. Fronce says this includes parking construction vehicles off site as much as possible to keep traffic flowing, hosing the dust and sweeping the streets at the end of each work day.

Intelident is also a partner in Heritage Square LLC, whose proposal to redevelop the Fort Homer Hesterly Armory site as Heritage Square at the Armory was ranked number one by all six members of the City of Tampa's review committee. The Armory Board, which owns the property, is presently conducting a final review of the top three proposals. "Our interest in the armory property — less than a mile south of our new headquarters building — is to bring a vibrant new destination to West Tampa and North Hyde Park that restores many amenities to the neighborhood," said Marler. Intelident Solutions is a member of the West Tampa Chamber of Commerce and the Greater Tampa Chamber of Commerce, where Marler serves on the Board of Directors.

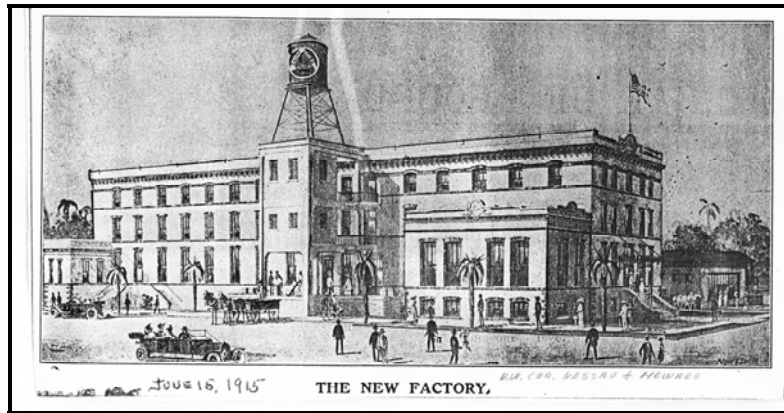
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About Intelident Solutions, Inc.

Intelident Solutions is a privately-held company dedicated to advancing the practice of dentistry through innovation and technology. It is the parent company of Coast Dental Services and other dentistry-related businesses and employs nearly 1,000 staff members throughout the Southeast. The company is headquartered in Tampa, Florida.



2008



1915



1904

Planned Changes to Exterior of 1202 N. Howard Avenue

All items outlined in red are non-historic and non-contributing and will be removed.



Loading dock addition will be removed on the building's north side. All green awnings on front of building will be removed along with freestanding columns on Howard Avenue.



Shed on south side of the building, on the west side of the tower, will be removed.



An addition built to connect the tower and the addition on the southeast corner of the building will be removed along with all green awnings and the wooden awning.

History of 1202 N. Howard Avenue

April 9, 1904	George and Lettie Benjamin deeded four parcels of land — Lots 21-24 of G.N. Benjamin's Addition to West Tampa — to Samuel I. Davis for \$16,600.
September 1904	Samuel I. Davis & Company, later the Davis Brothers & Company, became the first occupant of the new factory at Pino Avenue (now Howard Avenue) and Nassau Street. They produced the famous cigar brand, El Sidelo and the building was sometimes referred to as "El Sidelo".
1911	Balbin Brothers purchased the factory. They manufacture the popular Elizardo and Balbin Brothers brands.
1915	Tampa Cuba Cigar Co. acquired the Balbin Bros. Co. and makes it a subsidiary. Tampa Cuba Cigar became the largest cigar manufacturer in West Tampa. The company remodeled and expanded the factory and made significant changes to its exterior.
1921	Tampa Cuba Cigar Co. shared space with Consolidated Cigar Company.
1923	Balbin Bros. dissolved. Tampa Cuba Cigar Company continued operations in the factory.
1924	Tampa Cuba Cigar Co. shared the building with Tampa Grande Cigar Company.
1927	Tampa Cuba Cigar Co. shared the factory with the Elmerbrink Company and Preston Cigar Company.
1929	Tampa Cuba Cigar Co. was listed at 1202 N. Howard Ave. and the Gradiatz Annis Company was listed at 1204 N. Howard Ave. in the City Directory, suggesting the factory was split.
1930	Gradiatz Annis and Sanchez y Haya occupied the building. No record of Tampa Cuba Cigar Co. in the City Directory.
1933	Gradiatz Annis was the sole occupant. No listing of Sanchez y Haya in the City Directory.
1934 – 1936	DeSoto Brewing Company owned the building and brewed beer in it.
1937 – 1975	Fred and Mack Perlman of Davis Islands purchased the building and used it for their enterprises which included the Empire Mercantile Company, Supreme Manufacturing Company, Sunstate Slacks, Inc. and Fremac's - a chain of 24 men's and boys' clothing stores.
1978 – 2005	Freeman family members purchased the building and used it for their enterprises which included EverWear Products, Inc., Royal Kitchens, Inc., and Daystar International.
June 2005	Karyn and Glenn Freeman sold the building to North Hyde Park Lofts, LLC of Concord, Mass.
January 2006	Intelident Solutions purchased the building for future use as its corporate headquarters.

*Research conducted by Maura Barrios, M.A., Director, Voces de West Tampa Project.

1202 N. Howard Avenue Renovation and Development Team

Curts Gaines Hall Jones Architects, Inc.

Curts Gaines Hall Jones Architects is a full service design firm recognized nationally as a leader in architectural design and planning. Established in 1975 as The Design Advocates, the Ybor City-based firm is comprised of an unusually high percentage of registered architects who have been with the firm the majority of their professional careers. This unique mix of talent, experience and association enables the firm to provide its clients with technical expertise, responsible design solutions and a wide range of planning alternatives. The firm is responsible for saving some of Tampa's most historic and important buildings through historic preservation and adaptive reuse. CGHJ experience includes:

- Florida Brewery and Ybor City Ice Works Building CGHJ provided complete architectural services for restoring the 100 year-old Florida Brewery and Ice Works complex consisting of eight buildings in Ybor City's National Historic District. Services included ADA and local code compliance, historic documentation and approval processes for receipt of local and national tax credits resulting in project savings of \$1.2 million on a total project cost of \$6 million. The project was awarded the 2002 Golden Aurora Award for best in show by the South East Builders Association as well as a Community Design Award for Outstanding Contribution to the Community from the Hillsborough County City-County Planning Commission.
- The Italian Club CGHJ managed the half million dollar grant-funded improvements to this Ybor City icon that involved a new commercial kitchen, restoration of historic architectural features and waterproofing elements.
- The Cuban Club CGHJ completed a master plan and interior restoration of this historic social club's third floor ballroom, lounge and restrooms, and complied with Ybor City's National Historic District requirements.
- Centro Espanol CGHJ completed preliminary condition and compliance surveys for potential development of this mixed-use project to include restaurants, a theater, and hotel suites.

Stephanie December Gaines, AIA

Stephanie Gaines is a principal and director of architecture with Curts Gaines Hall Jones Architects in Ybor City. Ms. Gaines joined the firm in 1984 as a project architect and has been a principal of Curts Gaines Hall Jones since 1992. Her professional experience includes historic preservation of national landmark buildings, luxury custom residences in the traditional character of southern architectural styles and HUD-financed housing and commercial projects for various local and state government agencies. Ms. Gaines has extensive experience with residential, commercial and hospitality projects for both the private and public sectors. She has a special interest and expertise in urban renewal which has led to her personal commitment to preserve and revitalize historic urban communities. She is responsible for designing and managing numerous successful historic adaptive reuse projects and new urban in-fill projects for mixed uses including retail, business, restaurant and residential. Many of her recent projects have required complicated and sensitive rezonings and approvals with which she has been very actively involved. Ms. Gaines earned a Bachelor of Architecture from Louisiana State University and has been the recipient of numerous academic and professional awards. Ms. Gaines is the principal architect charged with renovating the Tampa Cuba Cigar Factory.

Creative Contractors, Inc.

Creative Contractors is one of the most well-respected general construction firms on Florida's west coast. The company has been providing construction management, design-build and general contracting services in the Tampa Bay area for over 30 years from its Clearwater headquarters. Much of its business comes to it through some of the area's top architecture firms who demand quality and value for their clients.

In 2004, the Tampa Bay Business Journal ranked Creative Contractors the ninth largest commercial construction firm and the second largest locally-owned firm in the Tampa Bay region. The company's annual volume has averaged in excess of \$50 million per annum.

Creative Contractors has earned a reputation for superior workmanship and performance, constructing buildings that meet or exceed their customers' expectations. It has garnered numerous honors and awards from the American Institute of Architects and Associated Builders and Contractors of Greater Florida. In addition, the company has been recognized by Venture Magazine for its entrepreneurial expertise. Some of the firm's projects include:

- Heidt & Associates corporate office building, Ybor City
- Silverthorn Golf & Country Club, Brooksville
- Arlington Ridge Town Center, Leesburg
- Hillsborough High School renovation, Tampa
- Belleview Biltmore Hotel renovation, Belleair
- Ruth Eckerd Hall expansion, Clearwater
- Dunedin Community Center, Dunedin
- AIG office building, Palm Harbor
- Cornerstone Cancer Center, Palm Harbor

Tom Fronce

Tom Fronce is a stockholder and senior vice president of marketing with Creative Contractors, Inc. He has over 28 years of construction marketing experience, 25 in Florida. Mr. Fronce is highly respected by architects and owners throughout the state of Florida for his ability to lead a project from the preconstruction phase through contract negotiations. Prior to joining Creative in 1991, Mr. Fronce was responsible for the regional marketing efforts of several Top 100 general contractors in the nation. He is a member of the Society for Marketing Professional Services, American Institute of Architects, Pasco Co. Economic Development Council and several area chambers of commerce.