



FOR IMMEDIATE RELEASE
October 7, 2004

CONTACT: Jacqui Argyres
Argyres Communications
408.266.2324
jargyres@earthlink.net

CARL PRICE TO JOIN PHOENIX OFFICE

New Principal, Key to continued growth in higher education market

PHOENIX, AZ -- Carl G Price, AIA has joined RNL Design as a Principal of the firm's Phoenix office. In this role, Price's key focus will be to expand the office's higher education market by focusing on business development and managing all higher ed projects as well as other market-related work.

The Phoenix office has built a strong practice combined with a solid track record of higher education, transportation, religious, civic, corporate and interior design projects. RNL Associate Principal **Larry Allen, AIA**, will continue to lead the office's day-to-day operations and is charged with staffing as well as keeping RNL on the cutting edge of technology and quality project delivery. Along with the management team of Price and Allen, Principal **Richard Shiffer, AIA**, will continue to focus his efforts in the religious, transportation and civic markets.

"In an era of increasing specialization, Carl is a true 'renaissance man', combining great design skill with technical expertise, and has a proven track record of delivering complex buildings on time and on budget," said Josh Gould, RNL's Chief Executive Officer. "He brings to RNL both outstanding credentials and a long history in the valley."

A licensed architect in Arizona, Price has over 18 years experience as a Project Manager, Project Architect and Project Designer with a 90% repeat rate with clients. His extensive portfolio features numerous projects for public and private sector entities with a concentration in Higher Education and K-12 facilities throughout Arizona, New Mexico and Texas. His strong track record of higher education projects includes notable work for the University of Arizona, Maricopa Community Colleges, Arizona Western College, Northern Arizona University, Arizona State University, Texas Tech University at El Paso, University of New Mexico, and University of Texas, Permian Basin. Price's other project experience also runs the gamut from clients such as Boeing

and the United States Department of Agriculture to the Arizona Department of Public Safety and America West Airlines.

Before joining RNL, Carl was a Principal of SmithGroup and part of their National Learning Solution Group since its inception in 1999. His responsibilities included the lead for the Learning Studio and educational/learning focused business development. His career also includes nine years of design work at the DLR Group.

Reared in Kansas and Oklahoma, Price received his bachelor's degree in Architectural Studies from Oklahoma State University and went on to continue his studies there, receiving a Masters in Architecture and a minor in Art. He is a member of the American Institute of Architects (AIA), the Society for College, University Planning (SCUP) and is also a LEED accredited professional.

RNL Design is an integrated, full service architectural firm with offices in Phoenix, Los Angeles and Denver, serving clients locally, nationally and internationally. Since its inception in 1956, RNL has built its practice providing innovative design solutions to clients, exceeding their needs and bringing ideas to life. RNL offers clients around the world a continuum of design services, including architecture, interior design, facility programs, feasibility studies, urban design and planning, landscape architecture and engineering. Testimony to RNL Design's success are the many partnerships with clients spanning several decades and many prestigious awards. For more information, visit www.rnldesign.com.

###