



PRESS RELEASE

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Midior Moves Into New Corporate Headquarters: Purchases Historical Landmark Building in Cambridge

Cambridge, MA - - April 21, 2001 - - Midior, a management consulting firm specializing in innovation and change, has purchased the historically significant Hiram Sands House, located at 22 Putnam Avenue in Cambridge, Massachusetts, and is relocating its corporate headquarters effective April 21, 2001. Expansion of the firm's operations and staff prompted the need for the move to larger quarters.

The Hiram Sands House, built in 1848, was originally owned by a prominent Cambridge brickmaking family and incorporates elements of both the Greek Revival and Italianate architectural styles. According to Susan Loconto Penta, Managing Partner and Co-Founder of Midior, "The purchase of this historic landmark fulfilled our desire to stay in the dynamic urban setting that Cambridge provides, and offers a welcoming location for our clients to visit. As management consultants focused on the fast-pace of product introductions in emerging markets, our staff often puts in long hours and we wanted to provide a working environment that is both aesthetically pleasing and multi-functional." The building's design accommodates full kitchen facilities, a recreational room for visits from family members and informal meetings, a sauna for sweating out the details, and a landscaped garden for warm-weather activities.

Founded in 1996 by Susan Loconto Penta and Michael Goldberger, Midior divides its practice into four areas: enterprise innovation, product acceleration services, new ventures services, and marketing and design. Midior's client list includes State Street Corporation, OpenReach, Magnet Communications, Albany International, as well as not-for-profit organizations such as Schools for Children and Healthworks Foundation. More information about Midior can be found at www.midior.com.

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