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**Global Creative Marketing Strategist Tom White Joins RKS as Executive Vice President**

**Los Angeles, California, October 16, 2007** – RKS is proud to announce the appointment of Tom White as Executive Vice President of RKS.

“I am thrilled that Tom has come to join the RKS family” said Ravi Sawhney, PhD, CEO of US-based RKS. Mr. Sawhney related that he and Mr. White each attended California State University, Northridge where they graduated together in the same year. The two traveled separate but parallel paths since graduation, keeping in contact and appreciating the advancements of the other.

“Tom and I have each been involved in creating success for new products since we graduated, but in very complimentary ways”, said Mr. Sawhney. “His experience as a global brand builder is going to be a very important addition to our team as we seek to provide greater value to our clients.”

As a marketing executive at Lockheed between 1981 and 1990, Mr. White was responsible for promotion of the full range of Lockheed products and programs globally. He also managed the four-year proposal development and promotion effort for the \$70 billion F-22 fighter jet competition, which Lockheed won.

In 1990, Mr. White founded creative marketing agency 3DI, to create the same success for Fortune 500 brands for which he became known at Lockheed. The “3DI Touch” became popular among Fortune 500 clients, and Mr. White traveled globally to create iconic product programs for Motorola, Philips, Volvo, Lockheed, Boeing, and others.

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He also teamed with top LA-based design firms that sought to build Fortune 500 business. His branded programs created overwhelming success for design firms and clients alike, and in 2000 he was recruited by Dutch design firm EDG to move to Europe and grow the business. Following the successful sale of the Dutch firm, Mr. White returned to Los Angeles in 2004.

Since then, he created a range of new business programs for start-up ventures before being hired as Director, Marketing and Business Development by Industrial Design firm Stuart Karten Design in Marina del Rey, California in 2006. There, he helped the team attract A-list clients, build a dedicated research group and book a record sales volume.

Mr. White has won more than 15 awards for design and creativity, including the IDSA Gold Student Award. In addition to his degree in Industrial Design from California State University, Northridge, Mr. White holds an MBA from Pepperdine University in Malibu, California. He studied at the Brookings Institution in Washington D.C., and at Art Center College of Design in Pasadena, California.

RKS, founded in 1990 by Ravi Sawhney PhD, is a full service Industrial Design consultancy offering a full range of strategy, innovation and design services. The company is recognized as one of North America's leading Industrial Design firms, consistently ranked in the Business Week Top 10. RKS specializes in market segments that include medical / dental, consumer electronics, sporting goods, house wares, consumer products, and industrial goods. Its clients include Apple, JBL, Nokia, HP, Intel, Zyliss, Panavision, Medtronic, and many others. RKS has won more than 50 product design awards globally, and has been issued more than 150 patents.

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