

## Orlando Business Journal

**December 23-30, 2002**

Bob Mervine, distinguished columnist for the Orlando Business Journal, deemed our "Deck the Desk" as one of the "best of the best holiday tchochke's" in 2002.



"The most elegant holiday tchochke comes from a small Oviedo-based design firm, Originality, Inc. Principals Melinda Tomasello and partner Pam Grimes formed the business in 2000. They specialize in high-quality custom pieces like the holiday 'Deck the Desk' package that includes festive chocolate dipped graham crackers, hand-coated white chocolate peppermint sticks and an antique-style coffee mug that adds class to even a cluttered desk."

**December 14-20, 2001**

As a part of a regular column, the Orlando Business Journal highlights a small business in the Orlando area. Written by Denise Hicks, Below is an excerpt of the "Small Biz Snapshot" article which featured Originality, Inc. :

"Originality, Inc., a gift design firm specializing in corporate gift giving, is the brainchild of Tomasello and Grimes, whose goal is to 'take corporate gift giving to a higher level, both in quality and creativity,' says Grimes.

What makes their gifts so unique is the creative design they bring by placing the emphasis more on the graphics and overall presentation of the individual gifts. 'We approach gift design in much the same way as designing the interior of a room,' says Tomasello.

From creating gifts for the 'Taste of the NFL' and their 'Holiday Originals' collection to their 'Essence of America' candle honoring September 11th, Tomasello and Grimes are taking corporate gift giving beyond the traditional . . ."