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Newport Creative Communications Wins Awards for Creative Excellence

Duxbury, MA, April 7, 2006 - Newport Creative Communications, a leading fundraising consulting company, today announced that it was recognized for creative excellence by the New England Direct Marketing Association for a tenth straight year.

Newport won four awards at NEDMA's 25th Annual Awards Show ceremony in Boston on April 6. The awards reflect the agency's strong heritage of generating creative work that is both innovative and results-driven.

"We are pleased that NEDMA continues to recognize Newport Creative Communications and our clients for our exceptional creative product. It's gratifying to be recognized as an industry leader for creative that captures the attention of donors and generates significant revenues for our clients," said John Pannell, President of Newport Creative Communications.

Newport won multiple Creative Awards for their "Cowpeas" campaign for Plan USA, one of the oldest and largest global organizations helping the world's poorest children. The agency won a Gold Award in the Integrated Media Campaign category, as well as a bronze for Fundraising/Non-Profit Mail. The campaign accomplished a rare feat, generating net income 351% higher than the client's goals. "The team and our client were thrilled with the mailing," said Pannell.

In the Fundraising/Non-Profit Mail category, Newport also captured Gold for their "Targeting Victory" campaign for USA Shooting, the governing body for Olympic shooting sports whose mission is to prepare American athletes to win Olympic medals, to promote the shooting sports in America and to govern the conduct of international shooting in the United States. The new package generated a 28% increase in the response rate and a 23% increase in the average.

Newport received a Silver Award in the Fundraising/Non-Profit Mail category for their "Research Council" campaign for The ALS Association, a national nonprofit organization whose mission is to find a cure for and improve living with amyotrophic

lateral sclerosis (ALS). The client was extremely happy with the results of this appeal which increased net revenue by 76% over previous campaigns.

Mike Walsh, Chairman of Newport Creative commented: “The NEDMA awards focus primarily on results, and client results are the core of Newport’s business philosophy. We’re proud of the awards we win each year, and pleased that NEDMA recognized our fundraising team which produced such phenomenal results for our clients.”

About Newport Creative Communications

Newport is a leading fundraising consulting and direct response marketing agency serving the non-profit community exclusively. Recognized as a Top 50 Direct Marketing Agency by B to B Magazine, Newport currently serves more than 80 global, national, and regional non-profit clients. More information about Newport Creative Communications can be accessed at www.newportcreative.com.