



NEWPORT
CREATIVE
COMMUNICATIONS

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NEWPORT CREATIVE COMMUNICATIONS TO PARTNER WITH CONVIO TO HELP NONPROFITS OPTIMIZE FUNDRAISING AND MARKETING

Leading Direct Marketing Consulting Firm for Nonprofits Joins Forces with Preeminent Online Software and Services Company to Serve Charitable Organizations

(DUXBURY, MA) Newport Creative Communications today announced a strategic partnership with Convio, Inc., that will help charitable organizations become more effective at fundraising and developing sustainable support bases. The new partnership brings together Newport Creative's strength in fundraising and marketing counsel with Convio's advanced online tools for more effective fundraising and management of constituent relationships.

"Newport Creative Communications strives to provide a multi-channel approach to fundraising in order to meet the needs of our clients in an increasingly competitive marketplace" said Judi Urquhart, President, Newport Creative Communications. "Fundraising and marketing success in today's Internet world requires a combination of strong marketing counsel and specialized technology solutions. Convio is an ideal addition to our family of partners because it offers the most comprehensive and effective suite of Internet software and services available today for nonprofits."

Providing direct mail fundraising counsel for over 22 years, Newport Creative Communications is a national consulting firm offering services in direct mail fundraising and branding. Newport Creative recognizes that integrating online media with offline activities is increasingly important to its clients. This partnership will make it easier and more efficient for nonprofits to meet their development goals through exceptional counsel, leading technology and strong customer support.

While serving a broad spectrum of nonprofits, Newport Creative Communications' focus is on animal welfare organizations, child welfare and healthcare organizations, markets also served by Convio.

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 nonprofit clients. More information about Newport Creative Communications can be accessed at www.newportcreative.com.

About Convio

Convio is the leading provider of software and services to help nonprofits use the Internet strategically to build strong relationships with constituents for driving fundraising, advocacy and other forms of support. Convio has online solutions for fundraising, advocacy, Web content management, event fundraising, ecommerce and email communications. All solutions include the Constituent360™ platform, a sophisticated, online marketing database that centralizes constituent data and integrates with offline databases.

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