



NEWPORT
CREATIVE
COMMUNICATIONS

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Newport Creative Communications Wins Gold for Fundraising Excellence

Duxbury, MA, October 5, 2006 - Newport Creative Communications, a leading fundraising consulting company, today announced that it was recognized for creative excellence by *FundRaising Success* magazine.

Newport took first place in the Fundraising category of the 2006 Gold Awards for Fundraising Excellence. The award reflects the agency's strong track record of generating creative work that is both innovative and results-driven.

"It's an honor to again be recognized as an industry leader for creative that captures the attention of donors and generates significant revenues for our clients. Strong results are the core of Newport's business philosophy" said Judi Urquhart, President of Newport Creative Communications.

Newport won 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 Multi-Channel Fundraising category. The campaign generated net income 351% higher than the client's goals, with a cost to raise a dollar of 10 cents.

Mike Walsh, Chairman of Newport Creative added, "We're proud of our creative team's gold award this year, which produced such phenomenal results. It enables our client to expand their programs to help more children and families."

The Gold Awards for Fundraising Excellence is a national competition which judged nearly 90 packages sent by 21 agencies and four nonprofit organizations. Each package was judged on results, revenue, copywriting and creative.

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.