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**DAVINCI**  
DIRECT

## **MONA LISA SMILES AT NEW DIRECT MARKETING COMPANY**

**PLYMOUTH, MA, March 24, 2006** — By now, we've all seen the creative ads depicting Mona Lisa with a 'Bad Girl' tattoo across her chest or holding a handful of money as stacks of direct responses pour in. What you may not know is that the company behind the creative plan, DaVinci Direct, is a full-service direct marketing firm specializing in fundraising for nonprofit organizations and commercial marketing to consumers.

Started in May 2005, Plymouth-based DaVinci Direct already has a client roster of 14 clients that stretches across the nation, from Boston to Los Angeles. DaVinci works with large national organizations including the Muscular Dystrophy Association and Disabled American Veterans, as well as regional hospitals, cancer centers, religious causes, food banks and homeless shelters. DaVinci Direct is also working with Entertainment Publications of Troy, Michigan.

"DaVinci Direct is honored to be the agency of record for so many well known and respected organizations," says Steve Maggio, President of DaVinci Direct. "We are building a reputation for creative marketing solutions that significantly increase results for our clients."

Included among the services provided by DaVinci Direct are:

Creative copy and design

Strategic marketing consulting

Multi-channel promotions, including Internet, Print, Direct Mail

Special event promotions, such as marathons, walk-a-thons, etc.

List/media planning

Data management, data overlays and profiling

Print production and lettershop services

Strategic analysis and reporting

Predictive modeling

"At DaVinci Direct, we're not just here to work *for* an organization, but *with* an organization to achieve its goals and mission," states DaVinci Direct CEO Tony Genovese. "Our goal is to help each client raise awareness and funding for programs that will ultimately help a variety of people in need, whether it be raising money for a cancer treatment center or a local food bank."

For more information about DaVinci Direct, please contact Steve Maggio at (508) 746-2555, ext. 11 or via e-mail at [steve@davinci-direct.com](mailto:steve@davinci-direct.com).