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DAVINCI
DIRECT

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DAVINCI EXPANDS PALETTE

PLYMOUTH, MA, May 30, 2007 — In response to recent account growth, DaVinci Direct has made two key additions to its Art Department. Kate Lysakowski, who had been freelancing at DaVinci since November, has joined the staff full-time as a graphic designer. Kate is a graduate of Boston College with a Bachelors degree in Art History and French. She also studied art in Paris for one year and in her spare time does photography.

Amanda Clancy, who has recently graduated from the design program at UMass/Dartmouth, is also joining the team as a graphic designer. Amanda has worked with members of the DaVinci creative staff as a summer intern for the past three years, and has gained an in-depth knowledge of not only the principles of design, but also a solid understanding of several of DaVinci's clients and their programs.

DaVinci President Steve Maggio said, "both Kate and Amanda are adept in a variety of media, including direct mail, print and web design. Increasingly, our clients' focus has been on integrated multi-media campaigns, and these new artists bring us the youth, energy and expertise we need to keep up with the latest industry trends. I am extremely excited to add two such talented and dedicated individuals to our staff."

DaVinci Direct has grown to seven full-time employees in their Plymouth, MA location and one in a West Coast office, which opened earlier this year in Irvine, CA.

DaVinci Direct is an award-winning, full-service direct response agency specializing in strategic and creative fundraising, marketing and advertising. For more information, please contact Steve Maggio at 508.746.2555, ext 11, or steve@davinci-direct.com or visit the website at www.davinci-direct.com.