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DAVINCI EXPANDS TO WEST COAST

PLYMOUTH, MA, October 27, 2006 — DaVinci Direct, a Plymouth, MA full-service direct marketing agency specializing in fundraising for nonprofit organizations announced that it is opening an office in the Los Angeles area in November.

DaVinci has experienced rapid growth over the past year and a half, with a dozen clients from Boston to LA. “We’ve been servicing clients on the West Coast and in the Southwest since we started the agency in May, 2005,” says President Steve Maggio, “it’s a good time for us to have a West Coast presence to better serve our clients in that area.”

DaVinci Direct is agency of record for the Muscular Dystrophy Association in Tucson, AZ, providing creative and strategic direction for a program that mails approximately 25 million pieces annually. DaVinci also provides full-service direct response fundraising services for the University of Southern California’s Norris Cancer Center, as well as other regional hospitals in the L.A. area.

The new office will be staffed by VP/Associate Creative Director Mary Jane O’Brien, a Southern California native. “I’ve worked with Mary Jane for the past six years at two different agencies,” says Maggio. “Her creative talent, personality and commitment to excellent customer service make her a perfect fit for the position. She’ll be moving back to her home town, and servicing clients that she’s done great work for over the past several years. She will continue to serve on account teams for our East Coast clients as well.”