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DAVINCI
DIRECT

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DAVINCI RUNS WITH TEAM HOLE IN THE WALL, MSPCA AND UMASS

PLYMOUTH, MA, December 3, 2007 — DaVinci Direct has picked up a trio of prestigious new non-profit accounts, according to company president Steve Maggio.

The first new client to come into the fold was Team Hole in the Wall of New Haven, Connecticut. The Team's mission is to recruit runners, walkers and cyclists — from elite athletes to recreational participants — to take part in marathons, triathlons, bike events, walk-a-thons and 5k Runs to raise funds for the Hole in the Wall Gang Camps.

Actor and philanthropist Paul Newman started the first camp in Ashford, Connecticut twenty years ago as a place where seriously ill children could *"kick back, relax, raise a little hell and just be kids."*

Today Hole in the Wall Camps are the world's largest family of camps for children with cancer and other life-threatening conditions. Nearly 100,000 campers have attended from 40 states and 31 countries, free of charge, thanks to the generosity of others.

"We are extremely proud to have been chosen by the Team," says Maggio, who, for 13 years, ran a similar marathon program called "Fred's Team" for Memorial Sloan-Kettering Cancer Center in New York.

"Team Hole in the Wall is exciting, not just because of the celebrity appeal that Mr. Newman brings to the Team, but because it's such a unique cause. We're creating a multi-media campaign, including print, direct mail and web, and we've already achieved an impressive response. And because the camps are all over the world, the fundraising program may eventually have an international scope as well."

Another new DaVinci account is the Massachusetts Society for the Prevention of Cruelty to Animals (MSPCA). DaVinci CEO, Tony Genovese, has extensive experience in this area, having worked with more than 20 humane societies and animal welfare organizations nationwide. "The MSPCA is an organization that is very close to my heart," says Genovese. "The work they do at the Society and in their Angell Animal Medical Centers is second to none — a model for humane societies throughout the world."

Finally, the agency reports that they have begun working for the University of Massachusetts Medical Foundation. DaVinci will help the Foundation in their mission to raise funds, sponsor educational programs and serve as an advocate for UMass Memorial Health Care and UMass Medical School.

"We're now working on our first mailing for UMass Memorial Foundation," says Maggio. "Theirs is a lifesaving mission, aimed at preventing, treating and curing disease. This account complements our existing client base of medical centers at Dartmouth College, the University of Southern California, and the University of Pennsylvania. The extensive testing we've done for our current health care clients will be of great value as we help build the UMass fundraising program."