

PRESS RELEASE

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DUKE MARKETING LANDS NEW BUSINESS

New Clients Edward Jones Investments, Simply Organized, Marin Mediation and Donaldson Interiors

San Rafael, Calif.—May 14, 2001—Duke Marketing™, an Integrated Marketing Communications firm, announced today it has landed several new clients. The new clients include **Edward Jones Investments**, a 7100 unit investment firm, who has hired Duke Marketing to provide advertising and local store marketing consulting to the more than 50 Northern California locations. **Donaldson Interiors**, a Sacramento based interior design firm, hired Duke Marketing to design a new corporate identity system including logo, business cards, letterhead, and more. **Simply Organized**, a North Bay Area organizational consulting company, hired Duke Marketing to redesign their corporate identity system and corporate collateral, and **Marin Mediation**, offices of Sandy Marin, has hired Duke Marketing to provide marketing consulting, a new corporate identity system, corporate collateral, and a direct marketing campaign.

“We needed a marketing firm that had experience working with a group of owners of a multi-unit organization and Duke Marketing had helped Noah’s Bagels, Round Table Pizza, and Papyrus Greeting Cards stores, so we knew they were the perfect fit for us,” said Jennifer Butters, Edward Jones Investment Counselor.

Duke Marketing provides a full range of services, including: strategic consulting and market positioning, image development, names, themes, and tag lines, writing, designing and producing advertisements, brochures, direct mail, Web sites, trade show materials and newsletters, as well as creating publicity, managing events, speaking engagements, and public relations.

“We are very excited about our new accounts and expect to provide on-going services to generate awareness for each of the firms,” stated Linda Duke, CEO and Principal of Duke Marketing.

Ms. Duke started her company in 1987 in Sacramento and San Francisco and has earned her reputation with some of the most profitable and successful multi-unit organizations in the world. Over the past fifteen years, Ms. Duke has gained valuable experience in national and international business, strategy, writing, new media, advertising and strategic marketing. Ms. Duke managed sales and marketing for HQ Business Centers with 186 operations all over the world. She

has negotiated media in foreign markets, nationally and on a regional and local level. She has completed results-oriented business plans, corporate positioning plans, public relations and advertising strategies for McKesson Corporation, Noah's Bagels, Round Table Pizza Corporation, Starbucks Coffee Company and Papyrus Franchise Corporation, to name a few. Duke has also consulted for and served in executive positions with several high tech start-up firms including Xippix, Well Engaged, Imagine Media's New Media Division and SocialNet.

About Duke Marketing

Duke Marketing is a privately held, California-based Integrated Marketing Communications company. Experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and new media companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

For more information, contact Duke Marketing at 415.492.4534 or via e-mail at info@dukemarketing.com. The company's web site is located at www.dukemarketing.com.