

PRESS RELEASE

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MARKETING COMMUNICATIONS FIRM RAMPS UP

Duke Marketing Opens Marketing Agency and Launches Website

San Rafael, Calif.—March 1, 2001—Duke Marketing™, an Integrated Marketing Communications firm, has officially opened its doors for business in San Rafael to provide full service marketing, strategy, public relations, design and communications expertise to start-ups, high technology, new media, franchise and multi-unit organizations in the North Bay Area. Duke Marketing has also launched its new Website at www.dukemarketing.com.

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.

“With the increase of high tech and new media companies in Marin and Sonoma Counties, there has also been a tremendous need for marketing services,” stated Linda Duke, CEO and Principal of Duke Marketing. “I am excited to provide my expertise to multi-unit organizations and high tech firms and expand our client base to serve the community with what I love to do. The launch of Duke Marketing in Marin underscores our commitment to providing top-notch customer service for our clients.”

Duke Marketing will offer three packages to fit the needs of businesses in different stages of their business lifecycle: The Get-Up(sm), the Start-Up(sm) and the Tune-Up(sm). The Get-Up will provide image development for the beginning of the business lifecycle with positioning, developing the first logo, collateral and basic web page. The Start-Up will incorporate public relations and strategies to create awareness and generate leads. The Tune-Up, for businesses that have already launched and created awareness, may need fresh promotional and creative strategies to boost sales. These packages, along with á la carte services available, provide a full range of integrated marketing solutions.

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.