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DAVINCI
DIRECT

August 14, 2006

DAVINCI SPEAKS AT DMA NONPROFIT CONFERENCE

PLYMOUTH, MA, August 14, 2006 — Tony Genovese, CEO, and Steve Maggio, president of DaVinci Direct spoke at the Direct Marketing Association's New York Nonprofit Conference last week. In a session titled, "The Best and Brightest Bring Their Best," they showcased creative work they have done for two of their clients, along with Creative Directors from two other agencies.

"The packages we displayed," according to Genovese, "both beat long-standing controls for our clients, Disabled American Veterans and Holy Cross Family Ministries. Both were packages promoting special 'donor clubs' which enhanced both response rate and average gift."

DaVinci Direct is a Plymouth, MA based full-service direct marketing agency specializing in fundraising for nonprofit organizations.