



Epsilon Receives Five Awards for Creative Excellence in Non-Profit Category

Winning Streak Continues with Recognition from NEDMA and DMAW

WAKEFIELD, MASS. – June 8, 2005 – Epsilon, a leading relationship marketing company, today announced that it received five awards for creative excellence in the non-profit sector. The New England Direct Marketing Association (NEDMA) and the Direct Marketing Association of Washington (DMAW) recognized Epsilon for its work on behalf of regional, national and worldwide organizations such as Volunteers of America, Farm Aid, the Zoological Society of San Diego, Girls Inc and the North Shore Animal League. These awards join more than a dozen honors Epsilon received for excellence in the interactive, business-to-business and financial services categories.

“It is an honor that NEDMA and DMAW continue to recognize Epsilon for creative excellence,” said Tom Gaffny, senior vice president and creative director of Epsilon. “We are pleased that by challenging ourselves creatively, we continue to be the leader in developing non-profit campaigns that connect with both the donor and the brand. By cutting through the clutter, we can exceed our clients’ expectations and deliver innovative campaigns that align prospects closer to the organization’s vision. We are very proud of the work that we do to support fundraising in the non-profit sector.”

Volunteers of America

Epsilon won a Gold award from NEDMA in the category of Best Art Direction for its exceptional work with Volunteers of America. As a non-profit organization dedicated to helping at-risk youths, elderly, abused and neglected children, the disabled and the homeless, Volunteers of America presented Epsilon with a challenge to develop a holiday campaign to cut through the clutter of other fundraising organizations and reach into prospects’ hearts. Epsilon created a highly visible and dramatic story with a transparent mailing and touching message detailing the struggles faced by the homeless everyday. The result was an emotional and creative concept that allowed Volunteers of America’s message to capture the attention of prospects during the winter months when the homeless are most in need of food and shelter.

Farm Aid

Epsilon's work with Farm Aid won a Gold NEDMA award in the Interactive Fundraising category. The goal of the campaign was to educate consumers about how to support family farmers and farm-centered agriculture through healthy eating and responsible grocery choices. The campaign centered on a user-friendly booklet, "Ten Ways to Ensure HEALTHY FOOD," which served as a tangible resource providing clear facts and useful plans-of-action. Epsilon successfully reached Farm Aid's prospects, increased the organization's name capture, and generated a demand for the booklet to go into a second reprint within the year.

Zoological Society of San Diego

Epsilon also won a Bronze Award from NEDMA in the Consumer Mail, Lead Generation category for a campaign developed to lead the Zoological Society of San Diego's year-end fundraising efforts. The Zoo needed to increase the endowment for the "Pride of the Park," a major new lion exhibit. On the mailing, Epsilon helped the Zoo create a clear vision to attract potential donors by simulating the lions' natural habitat through vivid imagery. The campaign emphasized the long-term preservation of the animals and connected the donor to the goal of creating a world-class exhibit. The results were tremendously successful. The average contribution rate increased 17 percent and generated the second-highest gross and net income in the 14-year history of the Zoo's year-end fundraising program.

Girls Inc

The DMAW honored Epsilon with a Silver MAXI award in the Fundraising Charity category for the company's work with Girls Inc. In the "Girls Can't" campaign, Epsilon used a non-traditional technique of reverse psychology in the initial messaging to intrigue the target audience to learn more information. In the content, Epsilon personified the organization's message of "girls can do anything" by providing a space for daughters, nieces and granddaughters to be included among strong female role models. The campaign connected emotionally to the target audience, increasing Girls Inc's gross revenue by 34 percent.

North Shore Animal League

Epsilon also won a Silver MAXI award from the DMAW in the Fundraising Membership category for its work with the North Shore Animal League. The largest pet adoption agency in the world,

the North Shore Animal League commissioned Epsilon to spearhead a campaign that invited donors to become "Charter Members." In this program, donors are both recognized for their contributions and eligible to receive membership benefits associated with each level of giving. The "Pet Protectors" campaign appealed emotionally to target prospects and offered a clear message of how specific contributions could help the organization's mission of placing abandoned pets in loving homes. The campaign generated an average gift of \$700 and raised \$33,000 for the North Shore Animal League.

About Epsilon

Epsilon is a leading relationship marketing company that helps clients create measurable business results through integrated marketing services. Epsilon is committed to maximizing the value, growth and loyalty of clients' customer and prospect portfolio through core services including data analysis, multi-channel direct communications and database marketing. Epsilon's services enable clients to build enduring customer relationships by identifying marketing opportunities and creating actionable customer insight. Founded in 1969, Epsilon maintains offices in Boston, Dallas, St. Louis and Washington, D.C. For more information see www.epsilon.com.

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