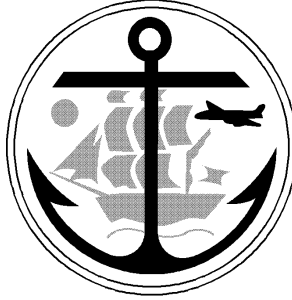


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Statewide Anti-Meth Campaign Wins National Award

Meth Education Campaign Receives Award and Continues with Recent Grant

Chosen from over 13,500 entries from all 50 states and around the world, a locally produced and Alaska-specific anti-meth television commercial won an award at the 29th annual Telly Awards.

With a goal of preventing young Alaskans from trying the deadly drug methamphetamine even once, this commercial was part of a multimedia campaign launched in 2006 under the auspices of the Tri-Borough Commission, composed of the mayors of Anchorage and the Mat-Su and Kenai Peninsula Boroughs.

This award comes on the heels of a recent grant awarded to the Alaska Meth Prevention Project by the Substance Abuse Mental Health Services Administration of the U.S. Department of Health and Social Services. The grant, secured by Alaska's congressional delegation, totals nearly \$400,000 and will allow continued community outreach throughout the state.

"Meth is particularly attractive - and dangerous - to young Alaskans. That was the focus of this campaign," said Mayor Mark Begich. "We look forward to continuing to educate Alaskans about the dangers of this highly addictive drug."

Produced locally by Porcaro Communications, the commercials were designed to inform Alaskans statewide, especially young people, of the deadly consequences of using meth.

"Working on this project was a great opportunity to flex our creative muscles for a good cause," said Mark Hopkin, president of Porcaro Communications. "Meth is a challenge in Alaska, and I believe the message of the Alaska Meth Education Project and other programs like it is a sobering reminder to people of the effects of this horrible drug."

The recent decline of meth use has been primarily attributed to recent legislation controlling the sale of precursor drugs as well as stricter prosecution of meth lab cases. Emphasis on prevention, such as this media campaign, has also contributed to the decline.

Alaska Department of Public Safety reports that meth arrests have doubled and distribution arrests have quadrupled over the past five years.

About Telly Awards

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest film and video productions, and groundbreaking web commercials, videos and films. Winner represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

A prestigious judging panel of over 40 accomplished industry professionals, each a past winner, judged the competition, upholding the historical standard of excellence that Telly represents. Judges evaluated entries to recognize distinction in creative work – entries do not compete against each other – rather entries are judged against a high standard of merit. Less than 10 percent of entries are chosen as winners.

To find out more about the Telly Awards, please visit www.tellyawards.com.

About Porcaro Communications

The Porcaro family of companies provides full-service communication services to clients in Alaska, Canada and the Pacific Northwest. Porcaro Communications' award-winning creative work, effective media planning, and clear marketing strategy have made them one of Alaska's best full-service advertising agencies. For over two decades, they have helped the cream of Alaskan advertisers rise to the top. To find out more about Porcaro Communications, please visit www.porcarocommunications.com.

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