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GRIFFIN YORK & KRAUSE WELCOMES SEVEN NEW CLIENTS Agency Grows Service Offering in Healthcare, Banking, Real Estate

MANCHESTER, NH – Griffin York & Krause (GY&K), a leading full-service, mid-sized, independent advertising and strategic communications firm, today announced a series of new client wins. Joining the GY&K client roster are Harvard Pilgrim Health Care of New England, Huggins Hospital, St. Mary's Bank, Commons Development Group, Red Wing Motorcycle Company, Newforma, Inc. and Genzyme Corporation. Combined, this accounts for new billings of over \$2 million.

GY&K has a long history serving the advertising and integrated marketing needs of a variety of vertical markets and these latest additions solidify its place as one of the fastest growing, most respected agencies of its kind in the country. Established over 30 years ago in Manchester, NH, GY&K offers a full service marketing approach to clients which includes design and branding, advertising, interactive, public, corporate and community relations, government relations and public policy, and marketing strategy and planning.

"Our agency is home to a wide variety of clients in a broad spectrum of vertical markets," said Patrick Griffin, Chairman and CEO Griffin York & Krause. "Our full-service offerings mean we can meet the unique needs of a diverse group of clients. Our 30 years of experience and unmatched creativity delivered across media ensure we best serve their evolving marketing needs."

Each client engagement provides unique opportunities to leverage the breadth of GY&K service offerings.

- Harvard Pilgrim Health Care of New England, the #1 rated health plan in the country, joins a long list of healthcare clients including Catholic Medical Center. GY&K's efforts will focus on public relations and community outreach for the Wellesley, MA based insurer.
- Huggins Hospital, of Wolfeboro, NH, also expands the list of GY&K healthcare clients. The hospital has retained the agency for strategic planning, advertising, and website development services.
- St. Mary's Bank, the nation's first credit union, is the latest financial institution to turn to GY&K, following CW Capital and Citizen's Bank. GY&K is spearheading a multimedia marketing and public relations campaign for St. Mary's Bank's 100th anniversary.
- Commons Development Group, a New England residential developer, impressed with GY&K's real estate experience, most recently with Centex Destination Properties, is looking for strategic marketing, branding, and marketing collateral development.

- When Aerosmith's Steven Tyler launched his new custom motorcycle company, Red Wing Motorcycles, he turned to GY&K because of the firm's consumer marketing expertise and history with Harley Davidson Dealerships. GY&K helped to brand and launch Red Wing Motorcycle Company via a nationwide dealer direct mailing and provide public and media relations support.
- Shifting from motorcycles to high technology, Manchester, NH-based Newforma, Inc. turned to GY&K for their software and business-to-business marketing experience. GY&K will be working with Newforma on brand and positioning development for their leading project information management software.
- Genzyme Corporation, one of the world's largest biotechnology companies based in Cambridge, MA, recognized GY&K's years of production and creative experience. Genzyme engaged GY&K for video production work.

Recently named the third fastest growing advertising agency in New England, Griffin York & Krause supports this growth with a number of strategic staffing moves. Over the past 24 months, GY&K has increased billings by more than 50% and added 24 new employees to bolster the company's interactive, advertising, media and PR offerings.

About Griffin York & Krause

Headquartered in Manchester, NH, GY&K is an elite advertising and strategic communications agency selling products and services that help companies market and sell to their customers and prospects globally. GY&K has been at the forefront of creativity and strategic thinking for nearly 30 years. Clients benefit from a wide range of integrated and complementary services including: advertising, design, interactive, public, corporate and media relations, public policy and political consulting, marketing strategy and planning. The current roster of clients includes Centex Destination Properties, CW Capital, the Manchester Monarchs Hockey Club, the New Hampshire Lottery, the New Hampshire Liquor Commission, Catholic Medical Center, and Globe Manufacturing Company.

GY&K employs over 50 people at its historic 121 River Front Drive location in Manchester. For additional information, please contact Kristin Beltramini at (603) 625-5713, x 229 or by email at kbeltramini@griffinyorkkrause.com.

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