

BARD ADVERTISING NAMED AGENCY OF RECORD FOR THE HOPE CHEST FOR BREAST CANCER FOUNDATION

Edina, MN—May 31, 2005—BARD Advertising, Inc., a marketing communications agency, announced today that it has been named the agency of record for the Hope Chest for Breast Cancer, retail shops and foundation, who's vision is "to completely eliminate breast cancer." Hope Chest is really two organizations that work hand-in-hand and that are dedicated to creating programs to help fund the research, early detection, treatment and hospice care for people living with breast cancer who have inadequate or no health insurance.

Barbra Stabno, BARD's lead account supervisor, will manage the account. "BARD has a reputation of excellence and innovation especially in the area of retail and professional services, and non-profit marketing," said Barbara Hensley, the founder of Hope Chest. "The agency's understanding of our brand positioning and our mission and their proven successes in this arena were important to us as we were choosing a marketing communications agency of record. We look forward to working and growing with BARD."

As Hope Chest's marketing agency, BARD will help to launch an aggressive marketing program to build brand awareness at the regional and national level. The program will include collateral development, event marketing, presentation and media kit for executive visibility and will highlight Hope Chest's impressive accomplishments and mission. Their impact is already felt across the Twin Cities area and will soon be spreading to other states throughout the nation.

Hope Chest is committed to their programs to help fund the research, early detection, treatment and hospice care of people living with breast cancer. Hope Chest for Breast Cancer relies on the generosity and support of countless donors and volunteers who choose to share their gifts in a variety of different ways. For more information about Hope Chest for Breast Cancer, call 952-471-8700 or visit www.hopechest.us.

ABOUT BARD ADVERTISING

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and sales. It's all about the results!