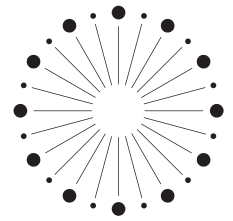




June 20 , 2006

You are being sent this invitation to apply for free (no strings attached) creative marketing services as part of our nationwide pro-bono event - CreateATHon 2006. An opportunity like this comes once in a lifetime for a 501-(c)3 organization.



CreateAthon®
2006

We're kicking off CreateATHon 2006! During this 24-hour creative blitz on September 14 and 15, marketing and advertising firms from across the country provide free marketing and creative services to a select group of non-profit organizations. We are one of 30 firms from across the country hosting this prestigious pro-bono event.

We're inviting you to apply, or if you were among those selected in the past two years, we invite you to pass this letter along to another non-profit organization to apply. There are no costs. Hypno has served 34 local, regional, and national organizations through CreateATHon in the past 3 years.

For the fourth year, Hypno is hosting CreateATHon for the Philadelphia - South Jersey region. Last year we donated over \$152,000 in creative work to a group of 8 non-profits. We're gearing up once again to host this 24-hour mind-melting, marvelously fulfilling marathon!

Here's how CreateATHon works:

For 24 crazy hours starting on Thursday, September 14, 2006 at 8 am, Hypno and its partner organizations will work on creative projects for 10-12 organizations (selected ahead of time through an application process). The projects will cover just about anything our non-profit clients need, from logo and corporate identity development, tagline copywriting, letterhead design, website, brochure and print media design to radio spots, TV storyboards, and more.

At the end of the 24-hour period, on Friday morning September 15 starting at 8 am, the work is presented, finalized based on minor corrections from our CreateATHon clients and then printer-ready electronic files are released to the clients. Last year we were delighted when we saw the smiles, looks of amazement and tears of joy from the clients. They never could have imagined getting such great work for free. We are working to secure free printing as well for the print projects to repeat our previous 3 years' phenomenal results.

We're hoping that you are excited about this event and will send in an application. We are currently recruiting professionals to donate their time and we will work with as many non-profits as we can!

The application is due on July 21, 2006. There are no fees to apply or costs to participate. We are also offering the application as an online PDF download at www.hypnodesign.com/createathon2006. You can also email (hypno@hypnodesign.com) or call us (856) 802-9003 for a copy of the application to be emailed to you. The completed application can be either faxed to us at 856-866-1101 or mailed back to us at:

Hypno Design, Inc.
60 East Main Street
Moorestown, NJ 08057

If you have any questions, please contact me (856) 802-9003 or via email at hypno@hypnodesign.com. Please also visit last year's CreateATHon results on the web at hypnodesign.com/createathon2005 to see the kind of work we have produced for past CreateATHon recipients.

Sincerely,

Richard Cardona
Creative Director, Hypno Design, Inc.

BACKGROUND

CreateATHon is a 24-hour blitz during which Hypno and other marketing and design companies across the nation provide marketing and creative services to non-profit organizations on a pro-bono basis.

Our first year, 30 advertising and design agencies from across the USA, Canada and Puerto Rico joined together to help 214 non-profit organizations with more than 424 projects estimated at \$1.5 million. Last year Hypno's contribution to CreateATHon totalled over \$152,000!

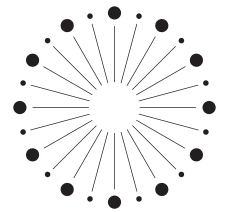
Projects include conceptual development, copy writing, and design on projects such as brochures, direct mail, outdoor, radio, television, identity and web development, in addition to overall marketing and public relations planning.

Some of the beneficiaries of National CreateATHon have been Special Olympics, Second Harvest Food Bank, The V Foundation, Memphis Dance Group, American Red Cross, Girl Scouts, Boy Scouts, Habitat for Humanity and the Salvation Army.

What is expected of a CreateATHon client?

1. CreateATHon clients will provide Hypno with as much background information as humanly possible on their organization and the project objectives prior to the event. Then we will be able to hit the ground running when CreateATHon starts.
2. CreateATHon clients will review and sign off on a creative brief – making corrections, additions and changes as necessary. CreateATHon clients need to understand that this information will form the basis upon which Hypno will produce their work.
3. CreateATHon clients will give Hypno a phone number at which one or more of their representatives can be reached during the 24-hour work blitz.
4. CreateATHon clients need to understand that what CreateATHon clients get is what CreateATHon clients get. Hypno Design is giving the work to them, and CreateATHon clients are permitted to make minor changes only.

This year, CreateATHon will be held for a 24-hour period starting on September 14, 2006. CreateATHon clients are NOT required (nor asked) to be at the 24 hour creative event. Clients are required to attend the review of creative work after the event on the morning of September 15.



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Responses from previous CreateATHon Recipients



Green Tree School

Some things are too good to be true. The Green Tree School applied for the CreateATHon last year and was one of the lucky organizations selected. Richard Cardona and Alison Judah invited us to their office and videotaped an hour interview where we told them about us and our public relations and development needs. They sent Mike Pilla, a professional photographer, to our school, and he took a hundred pictures of our students and facilities.

We went to HypnoDesign's office the next week after they had a team of professionals work 24 consecutive hours on our project. There were a few minor changes that had to be made, and the following week we were invited to CRW Graphics, where there was an excellent reception and we saw the finished product—all 5,000 copies.

Everyone we met was an outstanding person and the materials we received (all free of charge) have served us well. The Green Tree School has the highest praise for Hypno Design, and especially the opportunity they gave us to participate in the CreateATHon.

- Herman Axelrod, Executive Director

Boy Scouts

The local council of the Boy Scouts had a wonderful asset that could be used to generate funds to expand our programs. Our only problem was that we lacked the funds and means to market the asset. The wonderfully ingenious folks at the Createathon took some scraps of information and photos and turned them into a dynamite marketing tool - literally overnight! We now have a beautiful brochure and mailer that are specifically designed to reach our target market. We could not be happier!

- Terrance Huettl, Executive Board Member

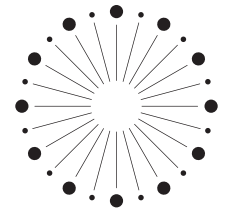
Career Wardrobe

I just wanted to chime in to let you know how fabulous Create-A-Thon was for our organization. There was no way our non-profit could have afforded the high quality materials we received and just the creative input from all the artists is priceless! PRICELESS! The process was quick and easy and to see how wonderfully they captured our identity and mission in such a brief period was just amazing. I still remember sitting down at the end of the process, meeting the groups and artists and seeing the end products and feeling tears in my eyes – overwhelmed by generosity and creativity – and I know we use something created by Create-A-Thon at least daily.

Hats off to all the participants involved and all the best of luck to the new artists joining this fabulous cause! I truly hope you can see the continued (daily, weekly, monthly, YEARLY) benefit you provide to organizations such as ours. I understand how exhausting it can be for you all, but can't thank enough for your efforts.

With our sincerest thanks and highest regards,
Heather J. Bennett
The Career Wardrobe

Please visit hypnodesign.com/createathon2005 to view some of the organizations and projects and video from last year's event.



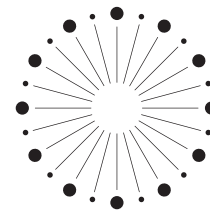
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CREATEATHON 2006 APPLICATION



Please note: only 501(c)3 organizations are eligible for this program.

Application deadline is July 21, 2006. Fax your completed application to (856) 866.1101 or mail it to Hypno Design, Inc., 60 East Main Street, Moorestown, NJ 08057.



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General Information

Organization name: _____

Address: _____

Contact name: _____ Title: _____

Phone: _____

Email: _____

Organization Information

Description of organization's mission: _____

Does your organization provide direct services or is it an association/coalition?

Did your organization budget for advertising/marketing this year? _____

If so, how much? (Please outline plan for spending.)

Is your organization working with any other marketing/advertising agency? Which one?

Where is your organization headquartered? _____

What is your geographic service area? _____

Project Information

Please describe in detail the project(s) you would like our agency to consider by completing the following information. Examples of work we have produced in the past are newspaper ads, logos, letterhead packages, outdoor billboards, radio scripts, TV story boards, brochures, posters and websites.

What is the overall marketing goal your materials need to support?

List the marketing materials you would like us to consider producing, in order of priority. Complete the specific information for each project as indicated. (Please feel free to add pages or use the back of this application to provide additional information.)

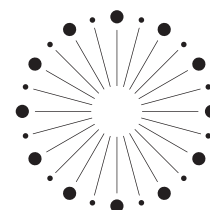
Project description:

HYPNO CREATEATHON 2006 TERMS AND CONDITIONS:



If my organization is selected as a CreateAthon participant, I understand and agree to the following:

- Work for this project will be done by Hypno staff between the hours of 8:00 am on September 14, 2006, and 8:00 am on September 15, 2006.
- We will meet with Hypno staff prior to CreateAthon (date to be determined) to provide additional background on our organization and the requested project.
- We will meet with Hypno staff the morning of September 15, 2006, (beginning at 8:00) to receive a mock-up of the project and will secure necessary approvals by 2:00 pm the same day.
- We will deliver any final changes that need to be made to the project (copy revisions only) by 4:00 pm on September 15, 2006, so it can be prepped and forwarded to the printer (if applicable) by 6:00 pm that evening.



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We understand there will be no additional work provided by Hypno for this project beyond the terms outlined above.

We understand that printing (if applicable) may or may not be provided and is not guaranteed to be provided as part of CreateAthon 2006.

Signature: _____ Date: _____

We understand that all work completed is the property of Hypno and any third parties that contribute to the project such as photographers, illustrators, etc.

Signature: _____ Date: _____

Please mail, email or fax completed application to:

Hypno Design, Inc.
60 East Main Street
Moorestown, New Jersey 08057
(856) 802-9003
FAX: (856) 866-1101
EMAIL: hypno@hypnodesign.com

Applications received after July 21, 2006 will not be accepted.