

MONTANA METH PROJECT

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New Montana Meth Project Ads Earn Top Ranking on Prestigious Industry List

New Spots from Director Darren Aronofsky Ranked No. 1 and No. 4 on AdCritic.com's Top-20 List

MISSOULA, Mont.—March 15, 2007—The Montana Meth Project today announced that two of its new television ads have been named to AdCritic.com's Top-20 List. One spot, "Friends," reached the No. 1 position and was selected as the "Spot of the Day" on March 9, only two days after its broadcast debut. The second spot, "Mother," reached the No. 4 position.

The two spots are from a series of four ads currently airing in Montana as part of the Project's "Not Even Once" campaign, and are designed to show teens the devastating impact Meth can have on the friends and family of those who use the drug. Nine radio and three print ads complement the broadcast portion of the campaign, reaching 80% of Montana teens three times a week.

While previous ads from the Meth Project have garnered national attention for their depictions of the ravages the drug can have on users, the new campaign takes a darkly ironic look at the dangers Meth use poses to loved ones. In the No. 1 spot, "Friends," the voiceover of a female protagonist speaks of how loyal her friends are while the image shows her body being dumped in front of a hospital after an apparent overdose, with her friends then speeding away in a car. The spots were conceived and produced by San Francisco-based advertising agency Venables Bell & Partners, and directed by acclaimed "Requiem for a Dream" director Darren Aronofsky.

AdCritic.com's Top-20 List is a ranking of the nation's most popular television spots, based on number of downloads. The subscriber site tallies user downloads for the previous 24 hours each day to determine which spots make the list. The Top-20 List is not cumulative. Rather, the list is based on data from a single day.

The top five spots on AdCritic.com's Top-20 list were:

1. Montana Meth Project: Friends
2. Nextel: Magic
3. NCAA: Go Pro
4. Montana Meth Project: Mother
5. EA Sports: Living Room

AdCritic.com is part of the Advertising Age Group's network of sites dedicated to delivering readers the latest news and information about the advertising industry. Advertising Age is recognized as the most authoritative and complete source of information for advertising, marketing, and media professionals.

About the Montana Meth Project

The Montana Meth Project is a not-for-profit organization headquartered in Missoula, Montana. The Montana Meth Project implements a range of advertising and community action programs to reduce methamphetamine use in the state. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit www.montanameth.org.

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