

THE METH PROJECT

The Meth Project Wins International Advertising Award at Cannes Festival

Anti-Meth Campaign Adds Global Honor to Growing List of Accolades

PALO ALTO, Calif.—June 27, 2007—The Meth Project today announced that it was the recipient of the prestigious Bronze Lion Award at the 54th Annual Cannes International Advertising Festival in Cannes, France. The organization is credited with making tremendous strides in the struggle against Meth in Montana—where the program was first launched—with teen use of the drug decreasing 38% since the program's inception, and positive workplace testing falling by more than 70%.

The Meth Project's award-winning, integrated campaign is designed to prevent first-time Meth use through hard-hitting print, television, radio, and Internet advertising that portrays the devastation the drug brings to the user, friends, and family. The Project's "Paint the State" art competition was specifically cited by the Cannes judging committee for its unique approach of visibly spreading the organization's anti-Meth message and engaging communities.

The Cannes prize comes on the heels of a number of awards the Meth Project has won in recent weeks for its innovative advertising and public education campaign. Notable honors to date include seven ADDY awards and two gold Effie awards. The campaign was also a finalist for the coveted Grand Effie award, alongside such notable brands as Apple, Philips Norelco and American Express.

"We set out to establish a world-class marketing campaign with this program, so it's very rewarding that the advertising community has honored the Meth Project with several of its most prestigious awards, first with domestic honors and now this international recognition," said Meth Project Founder and Chairman Tom Siebel.

In 2006, teens throughout Montana created more than 660 pieces of public artwork for "Paint the State" that were displayed across the state to spread the word about the dangers of Meth use. The Meth Project recently published a 56-page book chronicling the competition, capturing the spirit of the project with more than 100 images of artwork and color photos of inspired teens in action. The book is free with a \$50 donation to the Montana Meth Project, which can be made online at <http://www.paintthestate.org/book.aspx>, or by calling toll free 1-888-366-6384.

Now in its 54th year, the Cannes Lions International Advertising Festival annually honors the world's best advertising. Each year, more than 10,000 visitors from the advertising and allied industries attend this event to celebrate the best of creativity across all media, discuss industry issues and network with one another. More than 25,000 ads from all over the world are showcased and judged at the Festival.

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Meth Project Wins International Advertising Award
Page 2

About the Meth Project

The Meth Project is a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. First implemented in Montana as the Montana Meth Project, the program has demonstrated significant results in changing attitudes and behaviors toward Meth. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit www.methproject.org.

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