

THE METH PROJECT

Meth Project Campaign Earns Three ADDY Awards

High-Impact Ads Directed by Oscar Nominee Now Finalist for National Honors

Palo Alto, CA—May 11, 2009—The Meth Project today announced that it has received three Greater San Francisco ADDY[®] Awards and one District ADDY Award for its campaign to prevent Meth use. The ADDY Awards, marks of excellence in the advertising industry, are conducted annually by the American Advertising Federation and are among the most prestigious awards in the industry.

The winning ads are part of the fourth wave of the Meth Project's integrated "Not Even Once" campaign to prevent Meth use through impactful print, television, radio, and Internet advertising. The ads won two Gold ADDY awards in the print and television categories as well as a Silver ADDY in the television category. As award-winners, the ads will now advance to the national ADDY competition. The overall campaign also received a special award from CBS Outdoor.

The television ads, directed by the Academy Award-nominated Alejandro González Iñárritu, portray the effects and consequences of Meth abuse to the user, their friends, and their families, closing with the phrase, "This isn't normal, but on Meth it is." The ads can be viewed at www.methproject.org/ads.

The Meth Project campaign has been recognized in previous years by the advertising industry for excellence and has won seven ADDY awards at the national and local level in 2007, one local Gold ADDY award in 2008, one Bronze Lion Award in 2007 from the Cannes International Advertising Festival and two gold Effie awards in 2007.

"We engaged in extensive market research and assembled a team of the top experts in the nation to develop a campaign that would have a significant and meaningful impact," said Meth Project chairman Thomas M. Siebel. "We're honored to be recognized by the industry for our campaign and its effectiveness in preventing Meth use."

Prior to the Montana Meth Project's launch in 2005, Montana ranked #5 in the nation for Meth abuse and Meth-related crime.ⁱ Since the Montana Meth Project started running advertisements in 2006, the state has seen a 62% decrease in Meth-related crimes,ⁱⁱ teen Meth use has declined by 45%,ⁱⁱⁱ and adult Meth use is down by 72%.^{iv} The Montana Meth Project's successful prevention model has been replicated in several states including Idaho, Arizona, Wyoming and Illinois.

With more than 50,000 nationally submitted entries from over 14 regions annually, the ADDY Awards are the advertising industry's largest competition, recognizing creative excellence and the best advertising worldwide.

The ADDY Awards competition honors numerous categories of advertising and is unique among advertising competitions, as it is the only one that includes three rigorous levels of judging for its entries.

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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ⁱ Office of National Drug Control Policy, Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States, November 2006

^{ii,iv} Montana Attorney General, Mike McGrath, Methamphetamine in Montana: A Follow-up Report on Trends and Progress, April 2008

ⁱⁱⁱ Montana Office of Public Instruction, 2007 Montana Youth Risk Behavior Survey, September 2007