

FOR IMMEDIATE RELEASE

Edgewood Center for Children & Families Selects Fifth Street Design for 2005 Annual Report

Bozeman, MT — December 9, 2005 — Fifth Street Design announced today that they have been selected to the 2005 Annual Report for Edgewood Center for Children & Families in San Francisco. Following on a series of high visibility projects for Edgewood, Fifth Street Design will be creating a communications piece to carry Edgewood's development efforts into the new year. The selection process took over two months, with Edgewood interviewing several large agencies in San Francisco as well as Fifth Street Design in Bozeman. Fifth Street Design's experience with and award-winning work for large, high visibility projects and philanthropic organizations, as well as their personal and responsive service, were the differentiating factors in winning this project. Earlier this year, Fifth Street Design was the only Montana company to win American Corporate Identity awards, winning two awards in this year's competition and appearing in the published design reference book sold in bookstores internationally.

About Edgewood Center for Children & Families

Edgewood Center for Children and Families is the oldest children's charity in the western United States with a proud 150-year history of serving children. Founded in 1851 as a shelter for orphans of the Gold Rush, Edgewood originally housed San Francisco children whose parents had died of illness or accident. By the 1950s, Edgewood's orphanage had evolved into a residential treatment center for severely emotionally disturbed, abused, and neglected children, and has since evolved nationally-recognized model prevention and early intervention programs. Serving over 5,000 children and families annually, Edgewood has program sites in San Francisco's Sunset District and Potrero Hill neighborhoods, South San Francisco, East Palo Alto, and 24 public schools. Their Kinship Support Network was named a finalist for the Innovations in American Government Award in August 2000.

About Fifth Street Design

Fifth Street Design has over 25 years of experience providing notably effective strategic marketing, branding & design solutions to businesses. With clients that range from well-known Fortune 100 firms to discriminating individual professionals, Fifth Street Design's award-winning solutions are scaled to fit its clients' marketing needs. Fifth Street Design works with clients in a broad spectrum of industries, but with particular expertise in biotechnology and pharmaceuticals, high technology, and philanthropy.

Fifth Street Design in Montana was formed in mid-2004 from a change in ownership structure of Fifth Street Design of Berkeley, California. For more information about Fifth Street Design and it's uniquely effective approach to successful marketing, visit Fifth Street Design's web site at www.fifthstreet.com.

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