

BNC CREATES STRATEGIC ALLIANCE WITH THE SEXTON COMPANY

Top Marketing Communications Firm Eyes Opportunity with CSR Leader to Combine the Power of Pop Culture with Cause Marketing

West Hollywood, CA – November 18, 2008) – BNC, one of the nation’s leading marketing and communications agencies specializing in entertainment, lifestyle and pop culture, has created an alliance with The Sexton Company, a successful, non-traditional consulting firm that helps companies realize tangible business benefits through its innovative sustainability and corporate social responsibility (CSR) strategies and programs, it was announced jointly in Los Angeles.

The alliance is a result of the two companies seeking to bring added value to its respective client bases. BNC’s reach into popular culture and The Sexton Company’s ability to advance client commitment with an informed process will come together to focus on three main areas:

- Working with clients to create a master plan, which will set objectives, guidelines and practices for sustainability and good corporate citizenship
- Client education and program development for BNC clients who are interested in creating innovative consumer strategies in the areas of CSR, cause marketing and sustainability.
- Education for BNC employees, in the areas of CSR and sustainability, as well as providing guidance with BNC’s operations, with the desire to create a more socially conscious company

“Our clients are at the forefront of using entertainment and lifestyle for marketing programs and it is only natural that we provide them the best thinking in the areas of CSR, sustainability and social cause marketing,” said Michael Nyman, Chairman and CEO of BNC. “We have had a great deal of success with our own clients in the area of cause marketing, but we believe with The Sexton Company we can more effectively address the area of CSR and sustainability, as consumer spending becomes more influenced by what companies do.”

“We believe a new understanding exists in the relationship between consumers and corporations informed by the transparency of technology, growing consumer touch points, and the ethos of a brand,” said Tim Sexton, Chairman and CEO of The Sexton Company. “We have long admired BNC as one of the very best when it comes to defining and developing relationships between consumers and brands. Given our mission and blended roots in both public policy and the entertainment business, BNC is a perfect match for The Sexton Company.

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“There is a reason BNC has such a tremendous roster of clients,” said Brendan Sexton, President & Director of Policy and Programs. “They have been on the cutting edge in developing and executing some of the best marketing and communications programs in the areas of lifestyle and entertainment. Combining our expertise with theirs makes terrific sense.”

“Over the years we have been a part of significant cause marketing programs, including the groundbreaking Tanqueray’s American AIDS Rides in the 90s, Norman Lear’s Declare Yourself, Bobby Shriver’s and Bono’s Product (Red) and most recently with the Avon Walks for Breast Cancer,” added Chris Robichaud, president of BNC. “With The Sexton Company we are in a position to add relevant programming for clients who understand it’s not just what you sell, but what you do.”

Pioneers in the strategic development and use of non-traditional marketing solutions, BNC is a leading national firm operating throughout the lifestyle/pop culture and entertainment arenas. With offices in Los Angeles and New York and a staff of 120, the company executes brand-based marketing programs, integrating such core competencies as media relations, event marketing, influencer outreach, product integration and sponsorships and grassroots promotions.

BNC represents more than 100 celebrity clients, numerous television campaigns and entertainment companies and produces and/or publicizes nearly 200 events a year. In addition, BNC represents companies across such sectors as fashion, automotive, beauty, hospitality, wines, spirits, beer, gaming, wireless, retail, finance, publishing and sports. Clients include, but are not limited to, Cameron Diaz, Amy Poehler, Jimmy Kimmel, Sarah Silverman, CNET, Gossip Girl (CW Network), Amazon.com, Audi, Sony Playstation, T-Mobile, Samsung, Avon, Target, In Style, Shonda Rhimes (“Grey’s Anatomy,” “Private Practice”), Endemol, Bacardi (in association with LMG), Pernod Ricard (in association with LMG), Breeder’s Cup, Indy Racing League, SBE, Sony Cierge, and television shows such as “House,” “Scrubs,” “How I Met Your Mother” and “It’s Always Sunny in Philadelphia.”

The Sexton Company, located in Los Angeles and New York, teaches brand behavior to corporations and institutions interested in *Doing Well By Doing Good*® through innovative strategies, implementation services and cross-platform creative communications. Sexton has achieved worldwide recognition and Emmy Award-winning results including: “greening” the first professional sports team (Philadelphia Eagles); implementation of recycling in New York City; producing history’s biggest live concert television, web and mobile event (Live 8); collaboration in creating television’s defining charity event (American Idol Gives Back); aggregating history’s largest television audience (Times Square 2000). Clients past and present include the Philadelphia Eagles, National Grid, Pacific Gas & Electric, Native Energy, Durst Organization, Ogilvy, Save the Children, Sam Goody, Earth Day, American Idol, Live 8, American Water, Virgin, Fox, New York Jets, StopGlobalWarming.org, and the Commonwealth of Pennsylvania.

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