

For Immediate Release

Waterfront Technologies Teams with McPherson Associates to Win \$3.4 million Maryland Public Television Marketing Account

BALTIMORE, MD – December 10, 2007 – Waterfront Technologies, Inc., a Baltimore-based marketing, graphic design and technology company, announces today that it will be teaming with McPherson Associates (one of the Nations leading nonprofit marketing firms) to develop creative direction for Maryland Public Television, (MPT). The contract is for two years with an optional two year extension, making the total contract potentially worth \$3.4 million.

“We are excited to win this account and to team with Philadelphia based McPherson,” said Janice Kaufmann, President, Waterfront Technologies. She went on to say, “Our strategy of expanding to a more regional based agency helps us develop partnerships which feature our creative abilities and our status as a Minority Business Enterprise (MBE) here in Maryland.”

Tim Oleary, Vice President, McPherson Associates added, "Our virtual team is a lot stronger and more flexible because of our partnership with Waterfront. We are thrilled to be working with a Baltimore based group of people who bring so much creative talent and experience to the table." In addition, Oleary said, “Waterfront brings a local perspective to the account that will be critical to the program’s long-term fundraising success.”

Plans are currently underway to cultivate new creative that will position (Brand) MPT as a relevant and necessary part of the Maryland broadcast landscape. McPherson will concentrate its efforts on developing a winning direct strategy, while Waterfront develops memorable brand creative. “We will be developing new and creative ways to brand MPT in an attempted to make donor appeals more significant and noteworthy,” explained Chris Cavanagh, Director of Client Services and Brand Development for Waterfront Technologies. He added, “We will be exploring non-traditional techniques to reach MPT’s target audience and developing new methods to further the MPT philosophy.”

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About Waterfront Technologies

Waterfront Technologies is a Baltimore-based marketing, design and technology firm providing advertising, graphic arts, brand marketing, programming solutions, custom website design and hosting. The company is certified as a WBE, MBE, SDBE and 8(a). GSA Contract#: GS-35F-0313T. Visit www.waterfronttech.com to learn more.

About McPherson Associates

Founded in 1984, McPherson Associates is a direct marketing and communications agency providing nonprofits and NGO's with fundraising strategies and tools to increase visibility, boost revenue and maximize public support. With headquarters in Philadelphia, McPherson specializes in taking nonprofit fundraising programs to the next level by offering a variety of services including direct mail creative and production, online fundraising strategy, graphic design, search marketing, Web site design, copy writing, program audits, board training and more. Visit www.mcphersonassociates.com to learn more.

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