

For Immediate Release

Media Contact:

Dom DeBellis
Telephone: (630) 228-0689
dom@casadom.com

DeBellis Communications Partners with Muscular Dystrophy Association Company to Carry Fundraising Messages Across Entire Digital Billboard Network



[PHOTO CAPTION:] DeBellis Communications' Digital Billboard Network will include MDA messaging on every screen.

Addison, Illinois – August 30, 2007

DeBellis Communications announced a campaign to support the Muscular Dystrophy Association in a fundraising push this fall. The company, whose Digital Billboard Network reaches audiences in the western and northern suburbs of Chicago, has pledged to carry MDA messages on its Digital Billboard Network.

MDA is the world's leading charity in the fight against more than 40 neuromuscular diseases—funding medical research, clinical trials, and support groups.

DeBellis Communications is raising funds in local communities in which it does business. In August, the company hosted two events benefiting MDA in Naperville and Barrington, Illinois. It also will employ email marketing to encourage clients and colleagues to donate online.

The campaign coincides with the annual Jerry Lewis MDA Labor Day Telethon, a 41-year tradition that last year alone raised over \$61 million. The telethon is broadcast worldwide through television and the Internet.

Company president Dom DeBellis is enthusiastic about the campaign. "We're taking our lead from MDA's local office, which has done a great job setting up everything we need to feature them on our Network and directly to our contacts."

DeBellis expects the company's advertisers to respond positively. "I believe our advertisers, affiliates, and media hosts will be supportive of MDA; we just want to make it easy and convenient for them to do so," DeBellis said.

For more information, visit <http://www.DeBellisCommunications.com> or call (630) 228-0689.

–END–