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**HACKER GROUP IS ONE OF THE FIRST ISO 27001 CERTIFIED AD AGENCIES AND
APPEALS TO INDUSTRY TO FOLLOW SUIT IN PROTECTING CLIENT DATA**

SEATTLE, WA —August 5, 2010 — Hacker Group, one of the largest direct/digital marketing agencies in the West, today announced that it has received ISO 27001 (International Standards Organization) certification. Hacker Group was awarded the ISO 27001 certification by National Quality Assurance (NQA), earning one of the highest certifications from one of the world's leading ISO management systems registrars. According to a survey published by ISO Central Secretariat¹, fewer than 220 companies in the U.S. have been awarded ISO 27001 certification. Although notable companies such as EDS, SAP, Sun Microsystems, PricewaterhouseCoopers and Xerox have received the certification for technology standards, Hacker Group is one of the first U.S.-based advertising agencies to achieve the distinction.

Hacker Group President and CEO Spyro Kourtis explained the importance of ISO 27001 certification and appealed to others in the advertising industry to take formal steps to protect their clients' data. Kourtis stated, "Protection of sensitive client data is always a top priority and we believe it is critically important to provide clients with the confidence that systems are certified, controlled and measurement practices are in place to keep sensitive data protected." Although banking, healthcare and other large, multinational corporations have been actively seeking this certification, it's relatively rare for advertising agencies. To that end, Kourtis added, "We are appealing to the advertising industry to follow suit in formally protecting their client data because we believe that if more agencies were ISO 27001 certified there would be fewer issues, questions and risks related to confidential information breaches, helping to reduce overall marketing risks."

The International Standards Organization (ISO) creates stringent and rigorous standards that specify worldwide requirements for products, services, processes, materials and systems. ISO 27001 is the new international standard created specifically for Information Security Management Systems (ISMS). Many companies hold an earlier version of the standard, ISO 9000, which speaks to the quality of information

management systems. ISO 27001 certification is currently the only internationally accepted certificate of information security.

About Hacker Group and HealthHG

Founded in 1986, Hacker Group is a full-service direct/digital marketing agency specializing in measurable, ROI-driven communications programs for blue-chip clients throughout the country, including Fortune 500 clients such as AT&T, Carnival Cruise Lines, Chipotle Mexican Grill, Netflix and others. Using a disciplined approach to strategy development that begins with sales goals to determine the right mix of measurable media, Hacker Group employs a closed-loop feedback process to learn, refine and apply what works and to continually improve campaign results. Hacker Group formed HealthHG, a dedicated health insurance marketing practice within the agency, in early 2010 to address the highly specialized and complex needs of health insurance marketing. For more information, visit www.hackergroup.com or <http://health.hackergroup.com/>

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¹The ISO Central Secretariat survey can be found at http://www.onac.org.co/portal/images/stories/ISO_Survey2008.pdf