

PRESS RELEASE

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KETCHUM

FOR IMMEDIATE RELEASE

KETCHUM, INC., ANNOUNCES NEW PRESIDENT AND VISCERN, INC. ANNOUNCES NEW STRATEGIC ALLIANCE

Kristina Carlson, President and co-founder of FundraisingINFO.com, has been named Ketchum President; Viscero announces strategic partnership with FundraisingINFO.com and MaGIC Inc.

DALLAS, March 11, 2008 - Ketchum, Inc., the market leader in fundraising counsel and a part of the Viscero family of companies, has selected Kristina Carlson, CFRE, ePMT, as the new Ketchum President, effective March 7, 2008. Ms. Carlson succeeds Robert E. Carter, who retired last year after more than 26 years with the company.

Previously, Ms. Carlson served as a founder and President of FundraisingINFO.com. She also co-authored the best-selling book, *Essential Principles for Fundraising Success*, and has been in-demand for years as a speaker at numerous non-profit industry conferences and workshops. During her career, Ms. Carlson has held a number of leadership positions in the fundraising industry, including Campaign Director at Ketchum, Inc. from 1988 – 1992.

Viscero, Inc., the parent company for Ketchum, is also announcing a new strategic alliance with FundraisingINFO.com and MaGIC Inc. Through this relationship, these companies will become the exclusive providers of prospect screening and research services, screening implementation, and on-demand fundraising support for Ketchum and RSI.

Founded in 2000, FundraisingINFO.com provides on-demand fundraising support for thousands of non-profit and non-government organizations. FundraisingINFO.com specializes in using the power of the Internet and the experience of leading fundraising experts to provide interactive fundraising training and information, as well as innovative prospect research, and screening implementation services.

MaGIC Inc., founded in 1998, is a leader in the prospect screening industry, offering time-tested screening products and services for every fundraising program. The chairman of MaGIC, Doug Alexander, and its president, Susan Taylor, trace their roots in the major gift screening service back to 1989 when they developed the first individual-specific screening service focusing on wealth and philanthropy. MaGIC still embraces this fundraising approach to screening, providing relevant data and meaningful follow-up consulting.

Richard Blackmon, CEO of Viscero says, "We are thrilled to welcome Kristina back into the Ketchum family. She is a talented, energetic leader in the non-profit fundraising space. She will honor the historic significance of Ketchum as well as usher in new ideas and innovative solutions. I

am excited to have her as a part of Viscern Senior Leadership and I look forward to the mutual benefits of the FundraisingInfo.com and MaGIC partnerships.”

Doug Alexander, chairman of FundraisingINFO.com and MaGIC, says “We are extremely grateful for Kristina’s dynamic and successful leadership over the previous eight years and excited about the relationship with Viscern and what it means for our companies and the non-profit industry.”

Ketchum, Inc., has helped over 10,000 organizations with noble causes raise more than \$15 billion for education, healthcare, the arts, community support, youth and social services, and religious organizations. Viscern Inc. is the parent company of Ketchum, Inc. and RSI, two of the most distinguished consulting organizations in philanthropic and faith-based fundraising. Viscern's predecessors date to 1919, when Ketchum was founded, and 1973, when RSI was founded. Ketchum was co-founded in 1919 by Carlton G. Ketchum, who was also the co-founder of Ketchum, MacLeod, and Grove, later Ketchum Communications. The firm has expanded its services and its reach over the years, and is the leader in its field. Through its two companies, Ketchum and RSI, Viscern is currently working with more than 600 clients currently seeking to raise more than \$5 billion.

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