



NEWS RELEASE

For Immediate Release

November 17, 2008

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IMAGE PROFESSORS ADDS NEW CLIENTS

NORTH ANDOVER, Mass. (11.17.2008) --- Image Professors, a strategic and creative communications consultancy, today announced the addition of new clients including Phonesheet.com, the Massachusetts Down Syndrome Congress (MDSC), and the Merrimack Valley Mother of Twins Association (MVMMOTA).

Officially launched in September 2008, Phonesheet.com is the premier online phone message manager. Through its secure Web 2.0-based portal, users can track phone calls, messages and call history in real-time when at their desktop or when working remotely. Phonesheet.com simplifies the management of phone calls and messages and helps to eliminate stacks of phone message slips and sticky notes stuck to one's computer monitor. The company, based in Los Angeles, was founded by an entertainment industry veteran seeking an easier way to manage a high volume of phone work. Upon launch, Phonesheet.com was reviewed by the top two industry trade publications, and web site traffic increased more than 200%.

According to Phonesheet.com founder Jan Zands, "We selected Image Professors as they came highly recommended from a trusted source and we were also very impressed with their previous experience. Our choice was made, however, after our initial conversation with them. They were excellent listeners and immediately understood our product and target demographic and presented a clear and logical plan on how they would represent our product."

Commitment to Community Continues

As part of its ongoing commitment to philanthropy, Image Professors is now actively supporting both the Massachusetts Down Syndrome Congress (MDSC) and the Merrimack Valley (Massachusetts) Mother of Twins Association (MVMMOTA).

Established in 1983, the Massachusetts Down Syndrome Congress (MDSC) is a non-profit organization dedicated to education about and awareness of Down syndrome. The organization gathers and disseminates the most accurate and timely news relating to Down syndrome to educate the public, while actively and aggressively addressing social policy and legislatively-driven issues alongside state and local human service agencies.

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In early October, the Massachusetts Down Syndrome Congress held its annual *Buddy Walk*, for which Image Professors completed event publicity. More than 1,700 walkers (up from 1,400 last year) participated in the walk –raising more than \$170,000 for MDSC’s support programs. The MDSC also leverages the walk to celebrate milestones reached by self-advocate members including Tracey Newhart of Falmouth, who opened her first retail bakery—Tracey’s Kitchen—on Cape Cod earlier this year; Kaltrina Jashari of Framingham, a two-year-old who was selected for participation in the National Down Syndrome Society’s annual video aired on Newscorporation’s Panasonic Astrovision Jumbotron in the heart of New York’s famed Times Square prior to the start of the NDSS Buddy Walk; and three-year-old Abigail Agudelo of North Andover, who earned starlet fame by becoming one of the children selected to appear in the newest release of *Signing Time*, the Emmy-nominated video and music series that teaches sign language to infants, toddlers and school-aged children.

“Image Professors has transformed our organization through critical and timely links to the media resulting in a continual public awareness that succinctly and eloquently shares our message of inclusion of people with Down syndrome,” said Maureen Gallagher, executive director of the MDSC.

Image Professors also aligned itself this year with the Merrimack Valley Mother of Twins Association (MVMMOTA) – which offers support programs for moms of multiples across the Merrimack Valley. Formed in October 1959, MVMMOTA is a local support group for mothers of twins and higher order multiples. Image Professors’ founder is a mother to fraternal twin boys and a member of MVMMOTA. Operated exclusively by volunteers and a subset of the Massachusetts Mother of Multiples, MVMMOTA organizes monthly “Mom’s Night Cope” meetings, events and outings in addition to providing a means for the sharing of resources, information and much-needed supplies including clothing and baby gear. MVMMOTA has also activated a philanthropic component through which members can aid families in need, while remaining a valuable local resource for medical and research facilities that focus on twins and higher order multiples.

Most recently, the organization celebrated the passing of statewide legislation (House Bill 469) which now allows parents of twins or higher order multiples (triplets, quadruplets, quintuplets or more) to place children of the same grade level in the same classroom. Prior to the passing of the Bill, schools across the Commonwealth were allowed to separate twins and higher order multiples—often in contradiction to parents’ wishes.

About Image Professors, Inc.

Committed to the highest standard of excellence, Image Professors was founded in 1999 as a strategic public relations and communications consultancy. Based in metro Boston, the heartland of New England’s technology center, Image Professors’ client roster contains members from technology and consumer markets. The firm specializes innovative communications campaigns requiring a creative edge. More information can be found on the firm’s web site located at www.imageprofessors.com.