

FOR IMMEDIATE RELEASE

Mark Bonacorso to Acquire Hayzlett & Associates

Vice President of Media Relations to Take over Industry's Leading PR and Business Development Firm

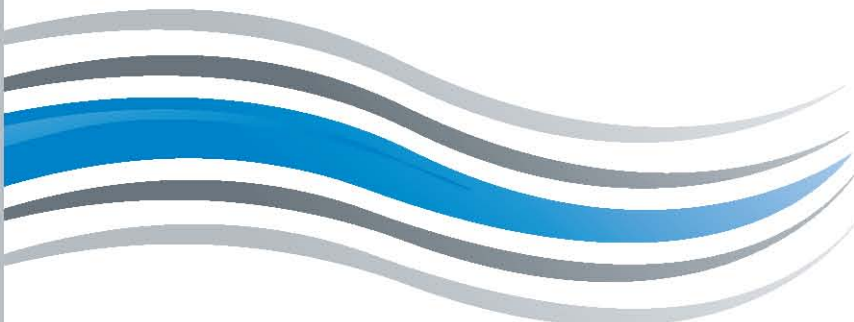
April 25, 2006—Sioux Falls, South Dakota—Hayzlett & Associates, a media relations, business development and marketing firm, today announced that Mark Bonacorso, vice president of media relations, will acquire the assets of the firm. The sale closed April 21, 2006 with Bonacorso taking over as president and former CEO, Jeffrey Hayzlett will remain "in counsel" until October to aid in the transition. At that time, it is expected that the firm will undergo a name change to represent the new ownership and management. The terms of the private sale were not disclosed.

"I'm honored to take the helm of Hayzlett & Associates, one of the most highly regarded firms in the industry," said Mark Bonacorso, president of Hayzlett & Associates. "The firm's founder has left me a solid client base of marquee accounts and a premium position within the industry to uphold, his shoes will be hard to fill."

Mark Bonacorso's 25 years of experience in the high technology marketing communications combines advertising art direction, graphic design, print production, project management, event management, press and analyst relations. This experience embodies senior positions in engineering workstation, higher education, networking, business productivity software, Internet software, database, digital printing and home video entertainment markets where he managed project and departmental budgets, worked in both established and start-up environments, managed vendors, staff, creative talent and consultants.

Prior to Hayzlett & Associates, Bonacorso was director of marketing communications at Webprint, where he was responsible for the company's initial launch at On Demand 2001 and subsequent corporate and product marketing functions. Prior, Bonacorso has held senior positions with, Informix, Atari, Crescendo Communications (now part of Cisco Systems), iReady Corporation and liveMetro.com, as well as seven years with Sun Microsystems. Bonacorso's education includes a Bachelor of Science degree in Graphic Design from San Jose State University.

"Mark has been responsible for helping me build the business to be one of the leading public relations firms in the industry. He is know to every media professional in this industry and



well respected by the firm's clients and partners," said Jeffrey Hayzlett, former CEO of Hayzlett & Associates. "I am confident that Mark will continue to grow the business and serve the firms' clients in the manner with they have grown accustomed. Bonacorso was the main reason Hayzlett & Associates was able to maintain the firm's high status within the industries the firm serves."

Hayzlett recently accepted the position as Chief Marketing Officer of Kodak's Graphic Communications Group, reporting to Jim Langley, president of Kodak's Graphic Communications Group and senior vice president, Eastman Kodak Company.

About The Hayzlett Companies

With offices in Sioux Falls, South Dakota and Tucson, Arizona, Hayzlett & Associates is media relations, business development and marketing firm specializing in the graphic arts, imaging and technology industries. Hayzlett & Associates serves two distinct functions as public relations counsel and as advisors to management teams performing a multiplicity of tasks. Due to established working relationships with the media, corporate executives, association leaders and other professionals, Hayzlett & Associates is able to provide tangible results for its clients. For more information on The Hayzlett Companies, contact Mark Bonacorso, at 520-825-0217 or email at markb@hayzlett.com.

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