



## **D.A.R.E. AMERICA TAPS INTO DISPLAY MARKETING INDUSTRY TO REINFORCE FIGHT AGAINST DRUG ABUSE**

### ***Display Marketing Leader Premier Books Direct Launches Four-Year Partnership with D.A.R.E to Enhance Visibility, Raise Funds***

**DALLAS, Texas, May 11, 2006** – Premier Books Direct, a leading North American display marketing company, has announced an exclusive four year, \$1 million partnership with D.A.R.E America (Drug Abuse Resistance Education). Tapping into the growing market and proven approach of display marketing, D.A.R.E.'s extended sponsorship agreement with Premier Books Direct will help subsidize the organization's classroom education materials and raise awareness throughout the communities it serves. The new agreement also marks Premier's new level of commitment to promoting drug abuse education throughout local businesses and schools.

Through Premier's focused marketing strategies that target customers in the workplace, the company can enhance awareness of D.A.R.E.'s community education mission while providing quality consumer products below the retail price. In addition to donating a percentage of each sale to D.A.R.E. America, Premier's professionally-trained, independent distributors are able to raise visibility for the organization within the businesses they already serve.

"This partnership allows Premier to continue to be a significant contributor to a cause that every individual within our organization truly believes in," said Al Bessada, president and CEO of Premier Books Direct. "We've combined our best resources - targeted workplace marketing programs led by the best and brightest independent distributors in the business - with D.A.R.E.'s nationally-recognized drug prevention program to make a positive impact on the community."

Through Premier's new four-year commitment, D.A.R.E will be able to provide curricular components, and training and classroom materials that will foster drug abuse prevention education. Following contributions of approximately \$250,000 per year since Premier's partnership with D.A.R.E began in 2004, the company's new pledge of more than \$1 million will further support D.A.R.E.'s long-term community education goals.

"It's our continued mission to ensure that all communities can afford to provide their students with the best drug abuse prevention education possible and we believe that our partnership with a world-class company such as Premier will help us get there," said Mistie Bell-Banks, associate marketing director for D.A.R.E. "As one of the top display marketing companies in the country, we feel very fortunate to have such a mutually beneficial relationship with Premier and have already seen the impact made by such important partners. In fact, in the wake of last year's Hurricane Katrina, we were able to provide much needed funds for the relief effort thanks to Premier Books Direct."

Premier Books Direct, which employs a team of international buyers that travel throughout the world sourcing new gift products, strives to be the most convenient shopping alternative for consumers. They accomplish this by allowing employees to shop while on a break or lunch without ever leaving their workplace. Premier's hundreds of distributors set up a space-efficient product displays in participating businesses and organizations for about a week, giving employees the opportunity to look over the products at their leisure. This format not only provides consumers a new level of convenience but it allows them to make considered buying decisions rather than having to decide about a purchase on the spot. After leaving the materials and order form on display, Independent Premier Books Distributors return to collect the displays and fulfill orders. This cycle is repeated every four to six weeks, with new selections being displayed each time. The structure of Premier Books Direct provides quality access into businesses, schools and other organizations across the nation. This access will give D.A.R.E. increased visibility and additional avenues with which to further educate our community.

"We are extremely eager to see the progress D.A.R.E is able to make in the coming years due to our expanded partnership with Premier," said Bell-Banks. "If the past couple of years are any indication of the value of our partnership, we expect the next four to truly take our education mission to the next level."