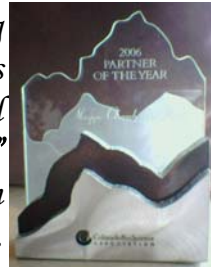


## 2006: Yearend Review

*This year marked Absolutely PR's seventh year in business and the company was blessed yet again with many helpful relationships and fortunate opportunities. Baxa Corporation's media relations campaign — now in its fourth year — has exceeded **18 million** in circulation exposure and more than **\$400,000** in dollar value based on ad value equivalency metrics. Colorado Bioscience Association's (CBSA's) media relations campaign has exceeded **\$138,000** in ad value and **12 million** in circulation reach.*

*Maggie Holben continued chairing the CBSA's Communications Committee this year and was named the CBSA's "**Partner of the Year**" at the 2006 Awards Presentation in August during **BioWest 2006**.*



*Also in August, Maggie assisted Countrywide, Home Loans, The Financial Services Roundtable and Rebuilding Together Metro Denver to effectively publicize the national **Community Build Day** effort in Denver.*

*Absolutely PR has been assisting Countrywide since 2004 with Colorado and Denver media relations efforts, adding Wyoming, Utah, New Mexico and Kansas during the past year.*

*As you've read, it's been a very good year at Absolutely PR and we're looking forward to 2007 and the many interesting and fun challenges ahead, helping clients achieve their media awareness objectives.*

*Thank you for your ongoing support!*

**Maggie Chamberlin Holben, APR, 3343 S. Nelson Court, Lakewood, Colorado 80227  
303-984-9801 — [maggie@AbsolutelyPR.com](mailto:maggie@AbsolutelyPR.com)**