

For Immediate Release

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Barton Cotton Partners with Generation5 to Bring Donor Momentum to Canada

Partnership Offers Canadian Non-Profits Ability to Quantify and Capitalize on Their Fundraising Opportunities

Toronto, Ontario – October 2, 2007 – Generation5, the leader in North American consumer intelligence, announced a partnership with Barton Cotton, a leading full service agency focusing exclusively on nonprofits in North America. Generation5 will provide Barton Cotton with Canadian consumer insight, helping Canadian non-profits understand their donors and target them to drive higher fundraising.

“We are excited to be a part of Barton Cotton’s offering” said Generation5 CEO Milorad Krneta. “They have a great track record working with non-profits and conduct the most disciplined, data-driven analysis we’ve ever seen. By giving them the best insight into the Canadian consumer, we’re sure we can help Canadian non-profits do a lot of good.”

Barton Cotton’s Donor Momentum™ program changes the way non profits think about fundraising effectiveness. Non-profits are able to quantify their past fundraising performance and their future fundraising potential. Barton Cotton creates a strategic marketing plan based on a non-profit’s Donor Momentum score. The plan looks at how to do things like improve acquisition efforts, retain loyal donors, re-engage lapsed donors, and increase average size of gift.

“By Partnering with Generation5 we can help Canadian non-profits understand their best donors and directly target their constituents with pinpoint accuracy,” said Mark Blankenship, CEO of Barton Cotton. “As an agency, we pride ourselves on analytics. We’re pleased to be working with Generation5 who take analytics seriously.”

“Generally about twenty percent of constituents produce eighty percent of an organization’s net income,” said Blankenship. “Generation5 helps put that twenty percent into sharp focus.”

About Barton Cotton

Barton Cotton has grown over almost 80 years into a leading agency serving some of the world's best known nonprofit organizations. With full-service capabilities that include strategy, analytics of donor insight, creative, affinity marketing, DRTV, internet marketing and public relations, the company has helped over 150 nonprofit groups meet and exceed their fundraising objectives. Barton Cotton uses a proprietary methodology of algorithms to measure an organization's Donor Momentum™; a calculation that studies donor behavior to assess past fundraising performance and accurately forecast future patterns and revenues. Barton Cotton is headquartered in the Baltimore-Washington corridor and is one of the country's oldest and most venerated firms serving the nonprofit industry with clients that include Canadian Wildlife Federation, Red Cross Western Zone, UNICEF Canada and more. For more information, visit www.bartoncotton.com.

About Generation5

Generation5© provides the most precise consumer intelligence in North America, helping marketers achieve more effective targeted marketing and brand management. Generation5 makes it easy for marketers to turn insight into action by producing accurate predictions of consumer behavior for every household, postal code and ZIP+4. As a result, they are able to directly target customers through direct mail and trade promotion, driving dramatically higher response rates and sales. Generation5 customers include leading brands like Citibank, TJX, Kraft and Rogers. For more information, visit www.generation5.ca

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