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CAMPBELL-EWALD AWARDED UNITED STATES MINT ADVERTISING CONTRACT

DETROIT, April 13, 2006 — The United States Mint has awarded its national advertising contract to Campbell-Ewald following a recent competitive agency review.

Campbell-Ewald will immediately begin developing an integrated advertising campaign focused on coin-collecting products such as 50 State Quarters[®] Proof Sets and American Eagle Silver, Gold and Platinum Proof Coins. The agency's contract is for one year with two additional option years.

"Millions of Americans enjoy coin collecting and the genuine products from the United States Mint," said Campbell-Ewald Chairman and Chief Executive Officer Anthony J. Hopp. "We're eager to bring creative and innovative communication solutions that will help the United States Mint meet and exceed its goals for serving its customers – and the public in general – in 2006 and beyond."

Campbell-Ewald recently opened its Washington, D.C., office and, in addition to its advertising contract with the United States Mint, is the agency of record for the Federal Citizen Information Center, U.S. Navy, U.S. Postal Service and U.S. Postal Inspection Service. It has performed project work for the Centers for Medicare & Medicaid Services (CMS), Federal Aviation Administration (FAA) and National Aeronautics and Space Administration (NASA). Campbell-Ewald is on the General Services Administration (GSA) Advertising & Integrated Marketing Solutions (AIMS) schedule.

For more information on Campbell-Ewald, visit www.campbell-ewald.com.

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