



Contact:
Greg Ricciardi, CEO
610.238.0450
Greg@20nine.com

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**20nine Announces Two New Partnerships:
Penn Medicine and The Franklin Institute join agency roster**

Conshohocken, PA – *March 18, 2010* – 20nine, a hybrid agency that exists to create conversations that compel cultural change, is pleased to announce two important new client relationships.

The Interactive Marketing & Web Strategy Division of the University of Pennsylvania Health System has engaged 20nine for on-line strategic initiatives and applications development.

"We are very excited and fortunate to be working with 20nine on some of the new interactive marketing initiatives for Penn Medicine," said Drew Diskin, Director of Interactive Marketing & Web Strategy for UPHS. "Their comprehensive knowledge of brand development, marketing and the interactive space presents great opportunity for us to collaborate and develop better online solutions for our various constituencies. We look forward to leveraging 20 nine's creative team approach and proven skill sets."

The Franklin Institute, a renowned and innovative leader in the field of science and technology learning – and the most visited museum in Pennsylvania – has hired 20nine to create a television campaign for two, new permanent exhibits, *Changing Earth* and *Electricity*. The agency is developing the work – which will air beginning mid-March, to create a sense of excitement and energy around the specific exhibits, and the museum as a whole.

"We selected 20nine after a thorough review of our creative options," said Troy M. Collins, Senior Vice President of Marketing & Business Development. "The agency very quickly, and effectively, grasped the

business and captured the essence of these innovative exhibitions. We expect the creative to drive attendance, generate a resurgence in the brand and with all that's planned at the museum, a very active relationship."

"These are two wonderful, marquee brands," remarked President Carl Teitelman. We're very proud of our staff, and these new partnerships, and look forward to making important contributions to each business."

About 20nine

20nine is a hybrid advertising agency that specializes in helping clients to leverage their brands across traditional, digital and social platforms. 20nine partners with clients to create unified campaigns that speak to multiple stakeholders and accelerate share, value and demand. Clients include MEDecision, The Philadelphia Union professional soccer team, Viropharma, Boenning & Scattergood, Philabundance and Drexel University, among others. For more information please visit www.20nine.com.