

FOR IMMEDIATE RELEASE

Fifth Street Design Wins Two Awards of Excellence in American Corporate Identity's 21st National Design Competition

Bozeman, MT — February 28, 2005 — Fifth Street Design / Montana announced today that their two entries into the American Corporate Identity 21 design competition have received Awards of Excellence, the highest award available in the competition, and have been selected to appear in the Showcase book of the competition to be published in October. The corporate identity packages were for the O'Connor Hospital Foundation in San Jose, California, part of the Daughters of Charity Hospital System, and the identity package for Fifth Street Design in Montana.

American Corporate Identity is the only annual national competition devoted specifically to the field of corporate identity. The 20 previous competitions have provided a highly respected showcase for the very best corporate identity in use today in the United States. Winners in previous competitions have included a wide range of work from large and small companies — including work for such giants as AT&T and FedEx. The American Corporate Identity annual is distributed to more than sixty countries around the world.

Fifth Street Design has had the honor of winning Awards of Excellence and appearing in the American Corporate Identity Showcase books eleven times since in 1992.

About Fifth Street Design

Fifth Street Design has over 25 years experience providing the highest caliber of strategic marketing, branding & design support to businesses. With clients that range from well-known Fortune 100 firms to discriminating individual professionals Fifth Street Design has the experience to scale solutions to fit your marketing needs — from simple advertisements to trade show exhibits to complete product rollout campaigns. Fifth Street Design / Montana works with national clients in a broad spectrum of industries, but with particular expertise in biotechnology and pharmaceuticals, high technology, and philanthropy.

Based in Bozeman, Montana, Fifth Street Design was formed in mid-2004 from a change in ownership structure of Fifth Street Design, Berkeley, California. For more information about Fifth Street Design and it's uniquely successful approach to successful marketing, visit Fifth Street Design's web site at www.fifthstreet.com.

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