

For Immediate Release

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Norwood, MA-based Cramer Sponsors Benefit Ride for ALS

Event Puts a “Positive Spin” on Finding a Cure for Mysterious Neuromuscular Disease

Norwood, MA, April 2, 2003 --- The ALS Association, Massachusetts Chapter announced today that Cramer, of Norwood, MA, will sponsor its annual cycling event and fund raiser. Called the Positive Spin for ALS™, this year’s event will be held Sunday, May 18, 2003, starting at the Longfellow Club in Wayland, MA.

The Positive Spin for ALS™ consists of four concurrent bike rides – 10, 25, 50 and 100-miles in length, each named in honor of a local person stricken with amyotrophic lateral sclerosis, (ALS), a progressively crippling and eventually fatal neuromuscular disease.

Money raised through the Positive Spin funds support services for more than 200 local patients and families living with ALS, and national research projects that will one day unlock the mystery of the disease.

This is the first year that Cramer has been involved with the event, donating its creative and technical services to produce a high quality video public service announcement to promote the event to wider audiences than previously possible.

“As a creative communications company, producing a compelling video announcement for the Positive Spin is right up our alley,” said Jill Petrie, the marketing director at Cramer. She added, “Volunteering our time and talent to such an important cause is a great application of our expertise.”

Last year’s Positive Spin attracted 300 riders and raised more than \$121,000 for the ALS Association, MA Chapter. This year, with the help of a professionally produced public service announcement, the hope is to attract even more riders and raise more money.

Cramer's staff on the project included Joe Tortorella, Editor; Brian Iacobucci, Audio Engineer; and Jeff Buell, Operations Manager, Events.

The announcement will run in the weeks leading up to the ride which takes place on Sunday, May 18th. For more information about how to get your company involved, or to put a team of riders together for the Positive Spin for ALS™, visit www.positivespinforals.org or call (781) 326-8884.

About the Positive Spin for ALS™

The Positive Spin for ALS™ is an annual cycling event and fund raiser consisting of four concurrent bike rides designed for riders of any ability. The routes are 10, 25, 50 and 100-miles in length, and each is named in honor of a local person stricken with amyotrophic lateral sclerosis, (ALS).

At advanced stages, care for an ALS patient can cost up to \$200,000 per year. Money raised through this event finances programs such as a durable equipment loan program and respite care, for 200 local patients and their families through the ALS Association, MA Chapter. The money also supports national research to find effective treatments and ultimately a cure for ALS. For more information about the ride, visit www.positivespinforals.org.

About The ALS Association, Massachusetts Chapter

The ALS Association is the only national not-for-profit health agency dedicated solely to the fight against amyotrophic lateral sclerosis, or ALS. The ALS Association covers all the bases - research, patient and community services, public education, and advocacy - in providing help and hope to those facing the disease. The mission of The ALS Association (ALSA) is to find a cure for and improve living with ALS. The MA Chapter of the organization currently serves over 200 ALS patients. For more information, please visit www.als-ma.org.

About Cramer

Cramer is an integrated marketing communications company that delivers high-impact solutions to help companies achieve their business goals. Cramer combines creativity with technology expertise to develop and execute revolutionary marketing communications strategies for its clients, helping them strengthen and enhance existing customer relationships, identify and build new customer relationships, and increase sales and profits. By offering comprehensive services in Events, Interactive Media, Webcasting, Video, and Print Design, Cramer ensures that clients' expectations are exceeded while the impact of their marketing dollars is maximized. Cramer is privately held and located in its 70,000 square facility near Boston, MA. For more information, visit www.crameronline.com or call 1-800-439-3375.

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