

Press Release

FOR IMMEDIATE RELEASE

DECEMBER 22, 2008

BOOS & ASSOCIATES SPONSORS AMERICAN INSTITUTE OF PUBLIC ACCOUNTANTS FINANCIAL LITERACY PROGRAM

FRESNO, CA DECEMBER 22, 2008: With the current economic crisis hitting shoppers hard this Christmas season, one local CPA and consulting firm has decided to promote financial responsibility by sponsoring the American Institute of Certified Public Accountants (AICPA) and The Advertising Council 'Feed the Pig' national campaign in the Fashion Fair mall. Boos & Associates, a regional CPA and business consulting firm headquartered out of Fresno, CA retained NV Media Adspaces at the Fashion Fair mall to air the 'Feed the Pig' campaigns 30 second spot on all large screens in the mall in order to encourage and help Valley families take control of their personal finances.

Boos & Associates' Managing Director, Wayne Boos, views the Fashion Fair mall with its estimated 240,000 weekly shoppers as an ideal medium to increase people's awareness of their spending and saving habits. 'Feed the Pig' is a national multi-media public-service announcement campaign. The 'Feed the Pig' campaign is a program that focuses on Americans aged 25 to 34. The campaign's goal is to enable the public to identify ways they can save money and commit to make changes that will reduce their debt and grow their savings. The Feed the Pig organization is part of a national campaign sponsored by the AICPA. For more information regarding the 'Feed the Pig' program visit www.feedthepig.org.

Contact: Vanessa Anderson at (559) 408-7283 or email at VAnderson@booscpa.com for more information regarding this story idea.

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