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Maricich Elected to Transworld Advertising Agency Network (TAAN)
Agency Adds 46 U.S. and International Affiliate Offices to its Offering

Irvine, CA, March 24, 2006 –Maricich Advertising + Communications, a full-service marketing and brand development agency headquartered in Irvine, has recently been selected for membership in the Transworld Advertising Agency Network (TAAN). With combined billings of \$750 million, TAAN is comprised of forty-seven carefully selected agencies throughout the U.S., Europe, Asia, Australia, South America and Mexico who work cooperatively to enhance the intelligence, expertise, reach and effectiveness of each individual member agency.

Maricich's TAAN membership benefits the agency's clients in multiple ways. From a branding, advertising, PR and research standpoint, the TAAN affiliation allows Maricich to gain quick local knowledge in a wide range of designated market areas– helping them launch clients' products and services nearly anywhere in the U.S. or abroad. Not only does this apply to local market and media knowledge, but cultural perspectives as well.

Mark Maricich and David Maricich, Principal of Strategic Services and Principal of Creative Services respectively, recently spent three days in St. Augustine, FL for the 70th annual TAAN member conference. "We're honored that our peers chose us to be a part of this extraordinary group of marketing professionals," said Mark. "The possibilities that are open to us through our affiliation with TAAN are impressive. Our agency now has the backing and support of many experts who are highly respected in the areas of global marketing, advertising and public relations."

For additional information about the Transworld Advertising Agency Network, please visit www.taan.org.

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About Maricich Advertising + Communications

Maricich Advertising + Communications is a full-service agency for strategic consumer and b2b advertising, branding strategy, direct marketing, public relations, and e-marketing. Maricich was founded in 1986, is based in Irvine, CA and has 46 affiliate offices in the U.S. and abroad through its membership in Transworld Advertising Agency Network (TAAN). Detailed information on the company can be found at www.maricich.com.