



FOR IMMEDIATE RELEASE

EXCALIBUR ENTERPRISES LAUNCHES ADVANCEMENT SERVICES DIVISION

WINSTON-SALEM, NC, June 1, 2009 – Excalibur Enterprises, Inc., a North Carolina-based marketing communications company with headquarters in Winston-Salem, today announced the introduction of its Advancement Services division to support the growing demand for turnkey donor communications and development services among the non-profit and educational markets.

“While today’s announcement marks the official launch of our Advancement Services division, Excalibur has served as a valuable strategic partner in the fundraising efforts of educational institutions and non-profit organizations throughout the Southeast for the last 35 years,” said J.D. Wilson, co-founder and president of Excalibur. “The growing demand for more targeted and personalized services by colleges and non-profits to meet the challenges of today’s economy merits focusing our range of advancement services into a separate division.”

Due to the current economic conditions, colleges, universities and non-profit organizations across the country are facing drastically reduced endowments coupled with severe budget cuts. The need to offset these losses through new donor acquisition and further cultivation of existing supporters has never been more critical.

“Our goal is to augment and enhance our clients’ ability to raise money and grow their organizations,” Wilson said. “Whether we manage an annual development program turnkey or provide services such as strategic consulting, printing, mailing, copywriting, email marketing, graphic and web design, or data analysis a la carte, we want to empower clients with solutions that are efficient, cost-effective and results-driven.”

Educational institutions and non-profit organizations throughout the Southeast have already benefitted from the services offered by Excalibur Advancement Services.

“Excalibur has proven to be an ideal partner for us,” says Jim Edminson, institutional director for communications at Baptist Children’s Homes of North Carolina. “Beyond their direct mail expertise, Excalibur has provided strategic counsel on messaging, donor retention and acquisition, data segmentation and e-communications. They believe in our core mission and their guidance has been important to our growth. We no longer view Excalibur simply as a vendor, but as a partner who is invested in our future success.”

“Since the fall of 2007, Excalibur has managed all aspects of the annual fund program at the University of North Carolina School of the Arts, from conception to execution,” said Suzanne Hilser-Wiles, chief advancement officer at the University of North Carolina School of the Arts. “During that time, we’ve



seen an increase in participation among alumni, attracted new donors to the school and exceeded our goals for annual fund solicitations.”

“Our spring appeal was in the mail less than a month after our first meeting with Excalibur,” said Mike Temple, director of development for the annual fund and alumni relations at Chowan University. “In that time, Excalibur wrote four letter versions, designed the entire package, printed it and mailed it. Their rapid response ensured we had the best opportunity to solicit gifts from our donors.”

About Excalibur Advancement Services

Excalibur Advancement Services is a leading provider of strategic communication and development solutions for educational institutions and non-profit organizations, handling all aspects of fundraising solicitations and constituent communications. For more information about Excalibur’s Advancement Services, please visit:

http://www.excaliburmail.com/index.php?option=com_content&view=article&id=4&Itemid=7.

About Excalibur Enterprises, Inc.

Since 1972, Excalibur Enterprises, Inc. has earned a reputation for innovative, award-winning direct marketing services. Excalibur’s diverse client base of non-profit organizations, educational institutions, regional and national businesses, government entities and international FORTUNE 500 corporations counts on Excalibur to deliver effective results, on time, on target and on budget. For more information, please visit www.excaliburmail.com.

Contact Information

Andy Tennille

Director of Marketing & Business Development

(336) 744-5000

atennille@excaliburmail.com