



FOR IMMEDIATE RELEASE
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**Hornall Anderson Partners with Washington State University
to Change Lives One Gift at a Time**

SEATTLE, WA — *Give a gift that can change the world one life at a time.* This simple, yet compelling idea is the messaging behind Washington State University's category-defying online gifting site called "Ripple Effect" (<http://rippleeffect.wsu.edu/>). Partnering on design and development with Hornall Anderson – a leading branding, design and interactive firm – Ripple Effect officially launches its newly developed site today. Bridging ecommerce, social networking and non-profit, it enables anyone to singlehandedly improve the lives of millions of people in developing countries.

More than the traditional non-profit contribution site, Ripple Effect provides individual and corporate donors with a tangible means of giving to generate a positive residual impact on people, their families, and communities in countries like Malawi, Africa. It's a means of purchasing everything from sanitary drinking water, tools to maximize crop yield, and animal husbandry – all areas of expertise on which the university was founded. A key element of the program is the unique ability to buy a portion or the entirety of a tangible item, in part inspired by micro-lending practices and social networking. A mouse click on any gift, demonstrates how the purchase of that gift creates a ripple of sustainable positive change for its recipients.

The movement began with naming. The name was tasked with embodying the spirit of the program — the essence of one action affecting many – enable easy recall and distinguish it from other, like-minded programs. 'Ripple Effect' was the most natural and fitting solution. From here, the story began to take real shape in the form of a newly developed and modern identity, playing off the university's colors as a subtle nod to the college, while keeping the main focus on charitable outreach. Hornall Anderson then conceptualized and executed the user-experience with a simple and direct site design that keeps the focus on the gift and its impact. The buyflow experience is simple and intuitive. Users are never more than 2 clicks from making a purchase, and the path to gifting allows them to choose their level of engagement, so the experience can be either more informative or more transactional depending on the user's needs.

"We are really excited about what Ripple Effect means to some of the most underdeveloped nations of the world. We were truly inspired by the project, and throughout the design process kept our focus on creating a user experience simple enough, yet impactful enough to get every visitor to the site to give a gift. The story is the program and we want every visitor to get most out of the site and therefore serve the program in the very best way." Halli Thiel, Interactive Producer at Hornall Anderson.

"Hornall Anderson played a significant role in helping us shape our final product," said Scott Garrepy, Director of Development of Int'l. Programs at Washington State University. "Not only were they responsive, intelligent and knowledgeable, they also proposed important features we hadn't considered, helped us refine our messaging and ultimately designing a site we are proud to have as one of the public faces of Washington State University."

Leveraging a fresh and tangible way of looking at charitable donating, the creative team assisted in pushing giving to the next level, elevating Washington State University's position as a national leader in gifting from a collegiate source. The ensuing result is Hornall Anderson and Washington State University doing something truly meaningful for the world.

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About Hornall Anderson

Hornall Anderson is a leading brand design/interactive firm specializing in research-driven, creatively inspired business solutions. Founded in 1982 by award-winning designers John Hornall and Jack Anderson, the firm serves a diverse mix of clients ranging from Fortune 500 brands to emerging growth companies. Hornall Anderson (<http://www.hornallanderson.com>) is a part of Omnicom Group Inc. (NYSE: OMC)

About Omnicom

Omnicom (<http://www.omnicomgroup.com>) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Washington State University

A top-tier research university as ranked by the Carnegie Foundation, Washington State University provides world-class education to a diverse student population of 23,500 statewide. Students are taught in a challenging, hands-on environment, enriched by cutting-edge research and graduate study. WSU's historic main campus in Pullman is co-located with the WSU Spokane campus at Riverpoint. Regional campuses include WSU Tri-Cities and WSU Vancouver. Research and extension locations and learning centers are found statewide. Click <http://www.wsu.edu/> to visit the WSU homepage.

About Washington State University Foundation

The Mission of the Washington State University Foundation is to promote, accept, and maximize private support for programs, initiatives, and properties of Washington State University and its regional campuses. The WSU Foundation also prudently manages, invests, and stewards the assets entrusted to it by WSU and its alumni, friends, and donors. Established in 1979, the WSU Foundation was created not as an object of philanthropy itself, but rather as the preferred mechanism through which private support is raised and managed for the sole benefit of Washington State University and its programs. The WSU Foundation is an IRS-designated 501(c)(3) nonprofit organization. Click <http://wsufoundation.wsu.edu/> to visit the WSU Foundation homepage.