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SAN FRANCISCO'S MORTAR SECURES MAJOR BROADCAST COVERAGE FOR FRONTROW, BOOSTING SALES

SAN FRANCISCO, CA (February 23, 2006) — [FrontRow](#), the Active Learning System that is revolutionizing classrooms nationwide, took the spotlight in Oklahoma City last week. Feature TV segments that aired on three network stations highlighted the significant impact that FrontRow has made in local schools. Part of an ongoing national outreach program by San Francisco integrated marketing agency [Mortar](#), this recent media coverage helped boost sales of FrontRow's systems.

"The first question out of anybody's mouth after seeing the television stories is 'how did we get such natural-seeming actors?' It's fantastic," said John Merline, FrontRow's director of marketing. "We've got an order for 25 systems from another school... [Our sales rep] definitely got calls after the stories aired. He even keeps the television pieces in his Trio to show clients!"

Recent coverage resulting from [Mortar's](#) outreach underscores FrontRow's leadership in Active Learning Systems, and exemplifies the positive response to FrontRow by teachers, administrators, and students.

"...the Front Row name that it goes by indicates no matter where the teacher is in the room—she can be in the back corner—but when she speaks, everyone feels like they're in the front row," said Debbie Yoeckl, Development Director for Trinity School, during [her interview with FOX 25 News](#) in Oklahoma City.

About Mortar

Mortar is a new, San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations, and immersive tactics that defy boundaries and amplify budgets. Details at:

<http://www.mortaragency.com>