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FOR IMMEDIATE RELEASE

Southern California Contractor Calls on Beckett & Beckett for Help with “Extreme Makeover: Home Edition” TV Show

Altadena, CA – October 13, 2006 – After “Extreme Makeover: Home Edition” selected a Southern California contractor to build a home for a deserving family who were struck by tragedy, Cornerstone Construction Group called on Beckett & Beckett (www.beckettadv.com) to provide them with marketing, media and public relations support.

When Linda Braden of Cornerstone Construction Group called Beckett’s president, Linda said, “Vic and I couldn’t think of any company that would share our values and take better care of the media and public relations details of this project more than Beckett & Beckett.” Vic said, “Edward and Sharon, I knew that your team would take care of my business and take care of the community.”

All Beckett services (including strategy, planning, event and graphic design, PR, donor and media coordination) are being supplied pro bono for this major Southland event.

When married LAPD Police Officers Tim Pearce and Kristina Ripatti return home from a much-needed week’s vacation with their baby daughter, Jordan, their lives will be transformed. The family will return to a brand-new home built in one week especially for Kristina who was tragically paralyzed from the waist down after being shot this summer while pursuing a gang member.

Communicating this emotional story is something that is a natural fit with Beckett & Beckett’s capabilities as they have almost 4 decades of experience representing companies across the nation, helping clients build awareness for their products and services. Recent efforts for B.I.G. Enterprises, a leader in perimeter security for some of the nation’s most sensitive facilities,

produced interviews on FOX News Live, a front-page feature story in the L.A. Times Business section and the San Diego Union-Tribune.

“Utilizing the experience and resources of our talented consultant team, we develop, produce and execute positioning studies, marketing communications and public relations that compel our client’s customers to action”, said Sharon Beckett, President of Beckett & Beckett. “The opportunity to help a family in need and represent this worthy Southland builder on this Emmy-nominated series reflects our commitment to making our world a better place to live.”

“As part of a team which includes the Builder, Suppliers and the Public Relations and Communications, Beckett will help lead the effort to coordinate hundreds of volunteers, manage national and local media outlets and, most importantly, insure that the community affected by the tremendous efforts of thousands of people over the 7-day construction period feel the sincere care and commitment to quality that this Southland builder represents.” said Eric Murga, Marketing Director at Beckett & Beckett.

The premise of the show is a race against the clock. A team of designers and construction specialists has seven days to completely renovate an entire house including exterior and landscaping, a project that ordinarily takes four to six months to complete. Families are chosen based on a compelling need for the makeover.

Beckett & Beckett, with offices in Los Angeles, Edmonton, Alberta, Canada, Richmond, Virginia and Albany, New York provides full service strategic planning, research, creative and interactive design capabilities for business-to-consumer and business-to-business companies in major US markets. The firm unites the best aspects of strategic marketing consultants, advertising agencies and communications firms thus gaining fresh thinking, shared global perspectives and sophisticated and informed creative concepts.

ABOUT ABC’S “EXTREME MAKEOVER: HOME EDITION”

"Extreme Makeover: Home Edition," which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), will enter its 4th season on ABC.

The program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer; and David Goldberg is the president of Endemol USA.

ABOUT CORNERSTONE CONSTRUCTION GROUP, INC.

Cornerstone Construction Group is a family-owned and operated construction business, started 21 years ago in Redondo Beach by Vic Braden and his wife, Linda. Their daughter, Stella, joined the management team in 1999.

Cornerstone Construction Group specializes in providing complete design/build services, an effort which brings architects, engineers and construction professionals together as a single team.

They meet with the client in order to keep all communication channels open, identify what is feasible and what is not among the design goals, and provide the client with a realistic project budget.

Cornerstone Construction Group is known for the integrity it brings to every job. Top-line healthcare facilities as well as private homeowners throughout Southern California use Cornerstone Construction Group, and are consistently pleased with the personal service they receive. “We carefully interview all our customers in depth to determine exactly what they are looking for,” said Vic. “Everything from needs, use, cost, timing, preferences, etc. We get to know their needs really well before we put together any form of proposal.”

Cornerstone Construction Group maintains a devoted following in the healthcare industry, where construction is especially tricky, due to the level of patient care that must always be maintained, even amidst the necessary noise, dust, and debris of a building team. Among the many prestigious clients they have served are Little Company of Mary Hospital, California Hospital, Torrance Memorial Hospital, Los Angeles Jobs Corps Center, and Goodwill Industries.

For more information on Cornerstone Construction Group, go to www.cornerstonecgextreme.com.

MEDIA CONTACTS

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PRESS NOTES

Media are welcome onsite for the duration of the project. Proper credentials are required for access to the site—a closed Construction set. All media must check-in at the media tent to receive press badges. Press materials are available at www.cornerstonecgextreme.com. Daily releases will be distributed on-site, via e-mail and via the Internet. Interviews can be scheduled through the above media contacts.