

FOR IMMEDIATE RELEASE

The Meth Project Launches Statewide Prevention Campaign in Arizona

*Arizona Meth Project Implements Groundbreaking
Anti-Meth Program First Established in Montana*

PALO ALTO, Calif.—April 17, 2007—The Meth Project today announced the launch of its newest initiative, the Arizona Meth Project, aimed at preventing first-time Meth use by teens in the state. Arizona is now the third state to adopt the Meth Project's innovative Meth prevention campaign, following the successful program established two years ago in Montana, and in Illinois in 2006.

"We've made tremendous strides in Montana in a very short time," said Meth Project Founder Tom Siebel. "Now that we've proven the effectiveness of this program, we are making it available to other states and communities that are searching for a solution to the Meth epidemic."

The Meth Project is a large-scale prevention program that educates teens about the dangers of Meth use. The program combines an aggressive media campaign with community-action programs, and was first introduced in Montana as the Montana Meth Project.

The Arizona initiative will utilize the core creative content of the program, although certain elements, such as radio testimonials, will be specifically tailored for use in the state. Extensive research and focus-group testing was conducted to ensure the media campaign would be relevant to the Arizona audience.

"When we were presented with the extraordinary results the Meth Project had achieved in Montana, we immediately set out to bring this program to Arizona," said Arizona Attorney General Terry Goddard. "Meth use is having a devastating impact on Arizona. The implementation of this program will be key to our battle against the drug."

The program in Montana demonstrated significant results in changing attitudes and behaviors toward Meth since its inception in 2005, where 93% of teens now see great risk in trying the drug. Meth-related crime in the state has dropped by nearly 50%, and positive workplace drug tests for Meth have declined by 70%, the largest drop in the nation. The Meth Project's graphic television and print ads have received national attention, and the program recently was cited as a model for the nation by the White House Office of National Drug Control Policy.

The Meth Project currently is working with other states interested in replicating the program in an effort to reduce the prevalence of methamphetamine use in their communities.

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About the Meth Project

The Meth Project is a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. The Meth Project's integrated program model is based on a comprehensive, multi-faceted and integrated public education campaign. First implemented in Montana as the Montana Meth Project, the program has demonstrated significant results in changing attitudes and behaviors toward Meth. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit www.methproject.org.

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