

B E R L I N E

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**Children's Leukemia Foundation of Michigan
Names BERLINE
As Its Agency of Record**

Bloomfield Hills, Mich., February 5, 2009 – Children's Leukemia Foundation of Michigan has named BERLINE its agency of record. Children's Leukemia Foundation of Michigan is a statewide agency whose mission is to help families cope with leukemia, lymphoma and related blood disorders. BERLINE Chairman Jim Berline made the announcement.

Children's Leukemia Foundation of Michigan was founded in 1952 in Detroit. The foundation has provided more than 6.5 million in research dollars to Michigan comprehensive cancer institutes and programs. The programs offered by Children's Leukemia Foundation of Michigan are created to help families who are dealing with leukemia, lymphoma and related blood disorders overcome barriers and maintain or improve the quality of life while providing information and financial support. Currently, Children's Leukemia Foundation of Michigan serves over 3,300 Michigan families.

"These are challenging times for non-profit organizations; and we are excited about our new relationship with BERLINE and their experience and expertise to help guide and propel our marketing initiatives," said William D. Seklar, President and CEO of Children's Leukemia Foundation of Michigan.

"The Children's Leukemia Foundation of Michigan is a remarkable organization, and we are proud to be their agency of record. The BERLINE team will manage all marketing communications and public relations for the foundation. We look forward to a successful partnership," said Berline.

Founded in 1982 and named by Crain's Detroit Business as one of metro Detroit's top advertising agencies, BERLINE is located in Bloomfield Hills, Michigan. The agency is a member of the Marketing and Advertising Global Network (MAGNET). BERLINE's annual advertising and public relations billings are more than \$80 million. For information, call 248-593-4744.

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