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Immediate Release

K Squared Sponsors F.A.S.T. Ride 150-mile Motorcycle Tour August 17: CEO Joins Fetal Alcohol Support Team Board of Directors and Commits all Corporate Charity Work to Benefit FASTeam

CHICAGO – July 7, 2008 – Fetal Alcohol Spectrum Disorder affects 40,000 infants a year, more than Spina Bifida, Down Syndrome and Muscular Dystrophy combined yet it is a relatively unaddressed issue. "Even with an increase in efforts to promote prevention of prenatal alcohol exposure and research examining the effects of exposure on development, prenatal in utero exposure to alcohol continues to be a significant and complex public health concern", said Mia Gregor, Psy.D., clinical psychologist with the Center for Personal Development in Chicago, IL and FASTeam board member.

"FAS was first recognized by the U.S. Surgeon General in 1981, but I had never heard of it before being introduced to the FASTeam. I think lack of awareness of this completely preventable birth defect can be overcome and we can have an important and positive effect on families nationwide," said Kate Koziol, president of K Squared Communications and newly elected Board Member for the FASTeam.

One of the key fundraisers is the Fetal Alcohol Syndrome Tour, a scenic 150-mile trip through the rural western Chicago suburbs starting at 9:30 Sunday morning, August 17, 2008. The 3:00 PM post-ride party at Galways in Elmhurst will include riders and other FASTeam supporters for a dinner buffet, a live band and raffles featuring a 2008 Harley-Davidson Super-Glide.

"We started the ride in 2004 and it has grown every year," said Walt Teichen, Chairman of the FASTeam Board of Directors and who co-founded the organization in 2003 with his wife Kathy. "Our family has been dramatically impacted by FASD and we are committed to help other families and FASD victims get the help they need. The mission of the FASTeam is to raise awareness of and aid in the prevention of FASD and the motorcycle ride is one of the many ways we reach so many people while raising funds for the cause."

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Other F.A.S.T. Ride sponsors in addition to K Squared include DKM Insurance Advisors, Galway's Bar & Grill, Geico Insurance, Illinois Harley-Davidson, Law Tigers, Meritan Health, Peerless, Personal Preference, Inc., SportDecals, TCF Bank, Mikes Meat Market and Deli, DuPage Honda - Yamaha.

About K Squared

K Squared Communications is a marketing and public relations firm specializing in finding, refining and promoting positive customer stories to help clients grow their businesses. Founded in 1997, K Squared Communications is a national entrepreneurial award-winning organization and more information about K Squared is available at www.ksqrd.com or by calling (773) 774-7847.

About FASTeam

Fetal Alcohol Support Team, FASTeam, is dedicated to raising the awareness of and aid in the prevention of Fetal Alcohol Spectrum Disorder. More information about the annual charity motorcycle is available at www.fastride.us or by calling 630 418 3300.

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