



PRESS RELEASE

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dms Receives Strong Applicant Response and Announces Finalists for 2010 Joanna Clarke Award

GEORGE TOWN, Grand Cayman – After much consideration, Cayman Islands-based business conglomerate, dms Organization Ltd. (dms), is pleased to announce the five finalists for its cornerstone education initiative – the Joanna Clarke Excellence in Education Award (JCA). Bodden Town Primary School, Cayman Prep and High School, George Town Primary School, John Gray High School and The Wellness Centre have each been selected from a strong response base of 13 applicants.

This marks the fourth year of the award which celebrates the exemplary service of longtime local educator Ms. Joanna Clarke, granting up to KYD \$12,000 annually to worthy education initiatives. The application process launched in early February and came to a close on April 1st. On April 5th the JCA Committee, comprised of eight reputable members of the local business and education communities, selected the five finalists.

Chairperson of the JCA Committee Ms. Joanna Clarke commented, “Each year I continue to be impressed with the level of enthusiasm we receive as applicants, passionate about the betterment of our youth, put forth innovative and worthy initiatives. It is challenging when it comes to selecting the finalists and winners alike, but we do our best to ensure that the initiatives selected align with the criteria we have established. I am also impressed with dms’ commitment to investing in our youth – they have demonstrated tremendous corporate responsibility and I hope that other firms continue to provide much-needed private funding to contribute towards the enrichment of our youth.”

This award is not limited strictly to mainstream education initiatives, but rather it seeks to enrich the lives of our youth, whether that is through a traditional academic endeavour or to fund an extracurricular activity that keeps our youth focused and active.

For more information on this press release please contact Laura-Anne Howard, Corporate Communications Coordinator, dms Organization Ltd., at 749-2458 or lhoward@dms.com.ky.

On April 20th, the five finalists each had the opportunity to present their project and partake in a question-and-answer session which was considered against the award's criteria previously established by the committee members. The 2010 winner(s) will be announced Saturday, May 22nd at LUCA restaurant. If several worthy projects are identified, the committee may provide grants to multiple organizations up to KYD \$12,000 in total.

A synopsis of each finalist's project is:

Bodden Town Primary School proposed an initiative titled "Beyond School" which seeks to enrich the way students spend their time out of school, as well as in school. It is targeted towards students who have demonstrated challenges in best utilizing their talents, and will serve to ignite a passion for learning, encouraging them to concentrate on their studies through innovative and exciting methods.

Cayman Prep and High School recently introduced a marine science programme as an A-level two-year course of sufficiently high standard which can be used for advanced credit at North American universities. They require funding to continue to offer a host of off-site excursions to that provide invaluable hands-on experience for students.

George Town Primary School applied for the grant to support its Digital Visual Media Club which equips students with necessary skills to integrate literacy with media. This programme teaches students proficiency in various digital, visual, broadcasting and photojournalism applications, as well as the opportunity to explore careers in the relevant industry.

John Gray High School requires funding to purchase dive equipment for the new schools for its John Gray High School Scuba Diving Club. The club seeks to heighten awareness for environmental and marine conservation, and the equipment will assist in making diving more accessible to students after they have completed their open-water dive course.

The Wellness Centre requested funding to assist with a soon-to-be-launched project titled "Autism in the Classroom", a two-day comprehensive training programme for teachers. It is aimed at increasing awareness and providing teachers of children with Autism Spectrum Disorder with research-based training through an interactive and supportive learning opportunity

dms Vice President and JCA Committee Member Krista Pell commented, "We commend all of our applicants on their endeavours to steer the youth of Cayman in the right direction, providing invaluable opportunities to capitalize on their talents and use their free time in productive ways. It is incredibly rewarding to learn just how many dedicated professionals we have in the education community, and we look forward to continuing to do our part to fund as many

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deserving projects as possible. This award process itself is incredible as it generates public interest in education enabling the potential for alternative funding from other sources.”

Previous recipients of the JCA include last year’s winner, the N.C.V.O.’s Nadine Andreas Residential Foster Home for its Accessing Computer Aided Learning programme and runner-up - Cayman Islands Scout Association for Cayman Islands Scout Band. The 2008 recipient was John Gray High School for its “Blueprint for Literacy” initiative which aimed to ensure that all high school students, upon graduation, will be able to perform at their grade levels and pass at least four external exams. The 2007 recipient was Savannah Primary School PTA, which used the funding to pay for new playground equipment.

Mrs. Pell added, “dms is committed to giving back to our community through various donations, sponsorship and volunteer efforts, and in particular, Cayman’s youth – our future. This award is a progression of that ongoing commitment. We also wanted to take the opportunity to express our appreciation to the many local media entities that continue to show support in heightening awareness about this award – it is truly a community effort”

For further information contact Tara Tvedt-Pearson, dms Organization Ltd. Project Coordinator, at 749-2407 or ttvedt@dms.com.ky.

dms Organization is a business conglomerate engaged in the financial services, real estate and media industries.

Photo caption 1: 2009 JCA grand prize winner - N.C.V.O.’s Nadine Andreas Residential Foster Home for its Accessing Computer Aided Learning programme

Photo caption 2: The 2008 JCA recipient was John Gray High School for its “Blueprint for Literacy” initiative.

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