

RICHMOND, Va.--([BUSINESS WIRE](#))-- [Harbor Island Development Corp.](#) (OTCQB:HIDC), (the “Company”), through its wholly owned subsidiary BrandSeed Media Services LLC. (“BrandSeed”), a multi-channel direct marketing service provider, today announced that the Company’s initial print tests have exceeded initial targets for both its *Prostate Health Supplement* client and for its *Senior Care Advisory Service* client.

The BrandSeed team has developed a series of creative concepts for these programs and placed print advertorials in a number of key markets across the country through its proprietary network of media partners (80% below standard rates). BrandSeed receives performance based commissions on these campaigns at a pre-negotiated CPC (cost per call) which guarantees the client meets its customer acquisition cost targets. BrandSeed generates media margin by generating calls at an acceptable CPC on each campaign.

The results of initial testing have confirmed the viability of scaling each program. Both clients are currently spending over \$20 million annually through their other direct channels. As a result, both of these consumer verticals represent a sizable revenue opportunity for the Company as it does further testing and achieves rollout. The next phase of testing will include optimizing the creative and media placement to further drive down CPC therefor increasing the response rates. The Company believes it can achieve its targets giving the initial results and then begin to expand its media buying for each program and potentially achieve nationwide rollout. In addition, each of these clients’ products/services addresses issues for the aging population which presents a growth opportunity both short term and in the long run.

“We are very pleased with the initial results we received from our tests of these two campaigns. Our team has a lot of experience launching new products to market at a large scale. We understand the critical metrics that are required to demonstrate the viability of a campaign. We also are experts at iterative optimization which gives our team confidence we can improve on these results and expand our media buying in the future on each of these programs,” commented Chuck Anton, President and CEO of Harbor Island Development. “In the direct response industry being able to test and optimize campaigns quickly is critical to success. We are delighted to be working with two of the leading companies in their respective consumer categories. In addition, this early success is a further validation of our business model and the value-added we can bring to our existing

and future clients.”

About Harbor Island Development Corp.

Headquartered in Richmond, VA, Harbor Island Development Corp., through its wholly owned subsidiary, BrandSeed Media Services LLC has brought together leaders in multichannel marketing for launching new products and services to market. BrandSeed’s team brings years of expertise creating direct marketing platforms across consumer verticals that strive to drive the lowest customer acquisition costs and maximum customer lifetime value. The BrandSeed team has launched many successful products to market via direct marketing across print, television, radio, direct mail and social media.

For more information, visit: www.harborislanddevelopment.com

Forward Looking Statements

This press release includes statements that constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Reform Act") and as such, may involve risks and uncertainties. Harbor Island Development Corp. claims the protection of the safe-harbor for forward-looking statements contained in the Reform Act. These forward-looking statements are often characterized by the terms "may," "believes," "projects," "expects," or "anticipates," and do not reflect historical facts. Specific forward-looking statements contained in this press release include, but are not limited to: our successful integration of diversified growth companies, impact of the company's expansion plan, and new business development success, future financial results, development and acquisition of new product lines and services, the impact of competitive products or pricing from technological changes, the effect of economic conditions and other uncertainties. The company's actual performance, results and achievements may differ materially from the expressed or implied in such forward-looking statements as a result of a wide range of factors.