



POLITICAL CODE OF ETHICS

For more than twenty years, 1 2 1 Direct Response has represented nonprofit organizations and political organizations from both major political parties. Organizations hire 1 2 1 Direct Response because we are highly respected and experienced. Our clients know we are able to deliver their message in a professional and ethical manner. Since 1988, it has been our policy to:

- Not represent political organizations with differing messages at the same time
- Not to force any employee to participate in any political project they find objectionable or if they are uncomfortable with the message.
- Assign an employee to another project if possible at that particular time should the employee decline to participate.
- No employee will face any repercussions whatsoever as a result of declining to participate in any particular political project they find objectionable or are uncomfortable with the message.