



Hecla's "Hidden Potential" Revealed in 2005 Annual Report

With the recent completion of Hecla Mining's 2005 Annual Report, Anderson Mraz Design marks eighteen consecutive years tasked with this assignment.

"I've looked at other design firms," said Vicki Veltkamp, Hecla's Vice President – Investor and Public Relations. "But there's a reason AMD has been doing Hecla's annual report for eighteen years running: they provide not only a great product, but also peace of mind. I know the report will be done right."

Founded in 1891 and headquartered in Coeur d'Alene, Idaho, Hecla is the oldest U.S.-based precious metals mining company, with operations in the United States, Mexico, and Venezuela. The theme for this year's report, "Tapping Our Hidden Potential," focuses on the ongoing process of adding to Hecla's reserves – the success of which is an indication not only of the company's overall strength, but also of its long-term sustainability.

"Our approach for this report," said AMD founding principal John Mraz, "was to convey the idea of going after something yet to be found." Inspired by three-dimensional geological drawings, the report's color illustrations of subterranean shapes and masses provide a visual representation of probable mineral deposits.

Mraz points to Hecla's Lucky Friday mine – in production for 60 years now – as an example. "Rarely has there been more than three or four years of proven reserves during its lifetime," he said. "And yet it continues to produce. That's the kind of hidden potential we're talking about, and the design of this year's report helps bring that into sharper focus for Hecla's shareholders."

In a relationship dating back to 1988, AMD has provided strategic theme development, design and production, and project oversight and management for all of Hecla's annual reports.

"With AMD, I get the highest quality design," continued Veltkamp. "I also get someone who pays attention to the logistics involved – which means they're always on time, and always on budget."

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.



