

YOURCAUSE SEEKS TO EMPOWER MILLIONS TO RAISE BILLIONS ONLINE

*Unprecedented Website Launches, Bringing Enhanced, Cause-Related
Social Networking to the Web*

DALLAS (April 30, 2008) – Blastoff Ventures, a Dallas based business incubator, officially announced the launch of niche social networking site, YourCause.com, today. YourCause.com seeks to build ‘the largest community of caring people of the planet’ by providing an assortment of tools and online functionality. The site allows users to quickly and easily establish an organized web presence to promote their cause and actively raise funds for their preferred charity – any IRS qualified and registered 501(c)3. To date, the newly launched site has raised over \$20,000 for over 550 initial members.

“We believe that YourCause.com has the potential to become the largest community of caring people on the planet,” says site co-founder Matthew Combs. “Now everyone from college students to soccer moms can be successful in harnessing the power of the Internet to promote their individual cause within the YourCause.com community and amongst family, friends, and co-workers.”

Predicated by the \$300 billion donated in the US each year to charities by approximately 192 million Americans, YourCause.com aims to provide a unique platform for the passionate individuals who are actively raising funds for a cause. The site caters to three primary audiences – the cause advocates, donors and non-profit organizations. YourCause.com allows registered members to securely connect and fundraise for a charity, educate visitors about their cause, and generate awareness for causes closest to their hearts. YourCause.com has organized more than 1.4 million US based approved charitable organizations within their respective categories, such as animals, disease, health, environment, civil rights and more.

For the launch of the site, YourCause.com has established strategic partnerships with organizations such as non-profit Network for Good, a leader in handling secure online donations; Glam Media, the largest network of female Internet users; Zazzle, a leader in customized online apparel; and Arial Software, a leader in campaign email solutions. YourCause.com is also looking to launch a celebrity portal, featuring celebrities and their causes, in the near future.

ABOUT YOURCAUSE.COM

YourCause.com is a cause-focused social media platform that connects a user’s cause with donors and the appropriate and IRS approved charity. User benefits include customized web pages, volunteer search and tracking, goal tracking, event fundraising, photo/video upload, marketing and PR, blogging, and exposure to the YourCause.com community. YourCause.com is closely aligned with the non-profit Network for Good for all donor transactions. Created by Blastoff Ventures, the goal of the site is to “Empower Millions to Raise Billions.”

Morgan Freeman, Carmen Electra, Christina Milian, Joe and Gavin Maloof, and NFL Great Leonard Marshall Lend Star Power to Motivate Social Change!

YourCause.com Launches Online Celebrity Portal for Hollywood Elite to Champion Their Causes

DALLAS (May 20, 2008) –YourCause.com, a newly launched cause-focused social networking site dedicated to “Empowering Millions to Raise Billions,” announced today the official launch of their celebrity pages. To date, the site has raised over \$20,000 for more than 600 passionate advocates for change.

The site currently boasts a handful of influential celebrities from the worlds of film, television, music, and sports. The site boasts profiles including actor **Morgan Freeman**, celebrity personality **Carmen Electra**, pop songstress **Christina Milian**, media personality **Robin Leach**, R&B crooner **Jon B**, singers **Adina Howard** and **Jeff Timmons**, NFL great **Leonard Marshall**, and **Donnie Nelson**, General Manager of the Dallas Mavericks, and successful entrepreneurs **Joe and Gavin Maloof**.

“We feel extremely privileged that these celebrities are lending their notoriety to raise both awareness and funds for their specific causes,” says site co-founder Matthew Combs. “One of the unique things about the site is that anyone can make it their own and promote the causes that THEY are most passionate about.”

Predicated by the \$300 billion donated in the US each year to charities by approximately 192 million Americans, YourCause.com continues to provide a unique platform for the passionate, caring individuals to actively raise funds for the cause of their choice. The site caters to three primary audiences – the cause advocates, donors and non-profit organizations. YourCause.com allows registered members to securely connect and fundraise for a government approved non-profit organization, educate visitors about their cause, and generate awareness for causes closest to their hearts. YourCause.com has organized the more than 1.4 million US based 501(c)3 charities within their designated categories, such as animals, disease, health, environment, civil rights and more.

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SOCIAL ACTION NEWS AND EVENTS COMPONENT LAUNCHES ON YOURCAUSE

Leading Website for Online Social Activism Debuts New Functionality and Reports Record Site Growth

DALLAS (January 6, 2009) – YourCause.com, a cause-focused social networking site, announced today that the site will offer up-to-date social action news and events directly related to the cause community. Since its launch in April 2008, the site has experienced record growth among users and charities associated with YourCause.com, prompting the need for enhanced specialized content.

"YourCause.com is truly poised to be a one-stop shop for those individuals that are passionate about causes and charities," says site founder Matthew Combs. "By expanding the site's unique functionality and offerings, we continue to provide our growing community the very best tools that allow anyone to make a positive impact in society."

Available to all site visitors, news items, announcements, and the latest events related to the cause community will be accessible on the YourCause.com home page. To facilitate instant reader engagement, content will include links to related charities found within the YourCause.com community. By providing up-to-date cause and charity information, YourCause.com becomes THE go-to source for those interested in getting involved and/or furthering their efforts towards generating awareness and fundraising for a cause. Users can also access the newly launched content from MyCause.com.

Taking great strides since launch, YourCause.com has experienced record growth since launch. The site has experienced a 45% increase in site traffic since November 2008, doubled its membership boasting almost 9,000 active users, and linked to thousands of domestic charities. With approximately \$60 raised on average for each cause, nearly \$150,000 has been raised for various causes and charities on the YourCause.com site.

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Launched in April 2008, YourCause.com is a cause-focused social networking site that connects a user's cause with donors and an appropriate charity. User benefits include customized web presence, marketing and PR tools, blogging capabilities, objective tracking eligibility for daily donations, promotion and exposure to the YourCause.com community, reliable fundraising capabilities, photo uploads, full eCommerce functionality, and event calendars. YourCause.com is powered by partnerships with Network for Good, Glam Media, Zazzle, and Arial Software. Created by Blastoff Ventures, the goal of the site is to "Empower Millions to Raise Billions."

YOURCAUSE INTRODUCES INNOVATIVE EMPLOYEE PHILANTHROPY SOLUTIONS FOR CAUSE MINDED CORPORATIONS

*YourCause Offers Private Label Cause Platform for Cause-minded Corporation
in Celebration of International Corporate Philanthropy Day*

DALLAS (February 23, 2009) –YourCause.com, a Web 2.0 social media platform, aggressively deploys the YourCause private label internal web platform in conjunction with International Corporate Philanthropy Day. The private label platform offers cause minded companies payroll deduction tracking, volunteer hours monitoring, corporate matching facilitation, corporate grant voting, and enterprise wide tracking for all internal community and cause programs.

Held on February 23, International Corporate Philanthropy Day inspires businesses around the world to engage in further philanthropy while YourCause.com assists in making impactful corporate philanthropy effortless. Inline with the current economic conditions, YourCause.com has been able to expand their private label deployment by reducing each client's expenditures, while providing significant enhancements and expansions to current programs.

“Despite the dismal economic climate, passionate individuals and corporations alike are continuing to engage in making a difference,” says site co-founder Matthew Combs. “YourCause.com is focused on expanding our offering and services to meet the needs of corporations, non-profits, and users who wish to effectively give – and give to the cause that matters the most to them.”

Companies are seeking to leverage their internal cause related efforts for their external cause marketing strategies, of which the YourCause.com platform helps them to achieve. According to IEG forecasts, cause marketing will grow at a rate 40% higher than the overall sponsorship industry in 2009 despite economic downturn and increasing budget cutbacks.

The company continues to rapidly design, develop, and deploy new platform functionality aimed at making the application more unique, robust, and efficient. With a less than 3-week total time for deployment of each private label installation, corporations are able to get up and running quickly and affordably.

Having come out of Beta in January of 2009, YourCause.com has raised more than \$160,000 for nearly 3,000 causes and experienced a 45% increase in site traffic within the past 90 days. The site boasts over 11,000 active and passionate users for thousands of charities. In addition to the YourCause private label, the site offers an online fundraising system with a searchable database of over 1.7 million IRS approved non-profit organizations, fundraiser tracking, social action news, and customizable personal profile pages to effectively service the growing trend in online social activism and corporate philanthropy.

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MUSICIANS PETER BUFFETT AND AKON RAISE AWARENESS FOR HUMAN TRAFFICKING WITH WEBSITE RE-LAUNCH

*IsThereSomethingICanDo.com Re-Launches to Draw Attention to Worldwide Social Issues;
Buffett Joins YourCause Advisory Board*

DALLAS (March 24, 2009) –YourCause.com, announced today that it would power *IsThereSomethingICanDo.com*, a joint, cause-focused venture between musicians Peter Buffett and Akon. Celebrated with the release of the duo’s anti-slavery song collaboration, “Blood into Gold,” the website will re-launch on March 25.

IsThereSomethingICanDo.com will address worldwide social issues, feature various charities, and offer new music downloads and live news with revolving subject matter. Spotlighting human trafficking during March and April, the site will feature NGO’s including: Alliance to Stop Slavery and End Trafficking (ASSET), Polaris Project, Somaly Mam Foundation, United States Fund for UNICEF and Anti-Slavery International Inc.

“We hope that we’re able to provide the type of online resource that has the power to change lives,” said Peter Buffett. “With our new re-launch, *IsThereSomethingICanDo.com* truly answers the title question with a ‘yes.’ There IS something you can do and here’s how.”

The site’s robust content schedule will include a vast array of social issues that beg attention. From the empowerment of girls and women, to poverty and economic development, to HIV/AIDS, to environmental sustainability and clean water, the revolving door of philanthropic focus will aim to generate both awareness and resources monthly.

YourCause.com co-founder, Matthew Combs, has also announced that Peter Buffett will be a member of the YourCause Advisory Board.

“Peter Buffett has an amazing sense of purpose when it comes to philanthropy,” said Matthew Combs. “Because he shares the same, passionate vision of YourCause and continues to try to make a difference, he couldn’t be more perfect for our new advisory board.”

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ESURANCE ANNOUNCES WINNER OF 2009 CHARITABLE GIVING GRANT PROGRAM

Partners with YourCause.com to Add Social Web Aspect to Giving

SAN FRANCISCO (June 23, 2009) – Esurance, the direct-to-customer online auto insurance company, announced the winners of its annual grant program for charitable causes. For the past two years, Esurance associates in each of Esurance's office locations nationwide have helped select worthy organizations the company supports for its cause marketing efforts. In 2009, to streamline the submission process and help connect its charitably-minded associates across the U.S., Esurance partnered with leading charity-focused social Web platform, YourCause.com.

For the grant program, Esurance associates submit their favorite community causes for review and voting, with winning organizations in each location receiving a \$5,000 grant and volunteer support from Esurance. The organizations selected as this year's Esurance Grant Program winners represent a wide range of causes, from Children's Hospital in Denver, to Habitat for Humanity in Phoenix, to Sacramento's local SPCA.

John Swigart, Esurance's Chief Marketing Officer, stated "Now more than ever, it's important that we give back to our local communities. Our associates are great resources to guide our cause marketing efforts, as they have great insights into local causes that really need our support. By engaging and empowering our associates through the YourCause.com online platform, we have made our grant program even more effective by maximizing associate participation."

The Esurance private label YourCause.com site allows associates to nominate their favorite charities for the grant program, or find charities in their communities from YourCause.com's database of over 1,000,000 charitable organizations. Esurance associates are also able to cast a vote for a nominated organization to win the Esurance grant. Through the interface, associates are also able to view information about other causes supported by Esurance associates, and learn more about those organizations.

"The partnership between Esurance and YourCause is poised to set a precedent for companies truly devoted to corporate social responsibility in a Web 2.0 world," says site co-founder Matthew Combs. "Worthwhile organizations need corporate support more than ever, and that is what we'll help Esurance associates do every day, using the power of the Internet to connect individuals and causes."

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The YourCause Private Label now offers a wide range of services for its clients, including corporate matching facilitation, corporate grant voting, and enterprise-wide tracking for all internal community and cause programs. Payroll deduction and volunteer hours monitoring are also scheduled to roll out soon. In line with the current economic conditions, YourCause.com has been able to expand their private label deployment by reducing each client's expenditures, while providing significant enhancements and expansions to current programs.

YOURCAUSE LAUNCHES VOLUNTEER PROGRAM

'The Most Caring Online Community' Enhances Functionality for Members and Corporations

DALLAS (July 29, 2009) – YourCause.com, a cause-focused social networking site, launched their inclusive volunteer platform to enhance the member's cause experience. The YourCause.com volunteer program includes: volunteer search options, volunteer hour tracking and the ability to post volunteer opportunities. Not only can the general user access and utilize volunteer capabilities on YourCause.com, but the new module also enhances the YourCause.com corporate Private Label, also known as the employee giving and philanthropy platform.

"We are very excited to be able to add a volunteer component to our existing cause platform, making our total offering far more robust," says site-founder Matt Combs. "Since launch, we have noticed an increasing demand for volunteer solution and we hope that the YourCause platform will play an active role in fulfilling the needs of corporations and organizations alike.

In further expanding their corporate solutions for employee philanthropy, YourCause.com is thrilled to include volunteerism in their Private Label solutions portfolio. Corporations with employee philanthropy campaigns truly understand the value of a volunteer program and now YourCause is a resource they can utilize to enhance and provide opportunities to volunteer in communities and for charities. The YourCause.com corporate program provides a comprehensive overview of cause activity within the company, including payroll deduct, matching gifts, grants and voting, reporting and of course volunteerism.

YourCause.com continues to provide a unique platform for passionate individuals to actively promote and support the charities which mean the most to them. The inclusive platform is of tremendous value, not only to the cause-minded individual, but to the corporations who practice corporate social responsibility and encourage employees to make a positive difference.

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The YourCause Private Label now offers a wide range of services for its clients, including employee giving, volunteer, corporate grant voting and enterprise-wide tracking for all internal community and cause programs. Payroll deduction and matching gift functionalities are also available. In line with the current economic conditions, YourCause.com expands their private label deployment by reducing each client's expenditures, while providing significant enhancements and expansions to current programs.

YOURCAUSE TEAMS UP WITH AT&T TO HELP EMPLOYEES RAISE AWARENESS FOR CHARITIES

YourCause.com Provides Customized Tool for AT&T Employees to Leverage Power of the Internet

DALLAS (Sept. 8, 2009) – YourCause.com, announced today its role in AT&T Cares, the company’s new enhanced volunteerism initiative, by providing a customized Internet platform that enables AT&T employees to create their own personalized charity supporting Web pages. The employee created Web pages can be used internally and externally for raising awareness and funds for the non-profit organization of their choice.

The YourCause.com platform is designed to further support employee philanthropy by empowering each employee to further harness the power of technology and the Internet to champion causes that they are passionate about. As a part of this initiative, employees can securely log on to the AT&T branded YourCause.com platform and utilize a variety of Web based tools that are provided within each personalized page. The site allows employees to choose from over 1.4 million IRS approved 501 (c) (3) charities for which they can associate their ‘cause pages’. Once employees set up their ‘cause page’ they have the ability to promote their cause message and garner support and donations for their chosen charity from families, friends, and external networks.

“Our employees donate more than 10 million hours of volunteer time each year, so we’re excited to be able to launch the new Yourcause.com platform to further support their commitment to our communities,” said Charlene Lake, AT&T chief sustainability officer. “They inspire us as a company to constantly evaluate our actions and operations to ensure that we bring value to the communities where we live and work.”

YourCause.com continues to expand their reach in providing corporate solutions that benefit both external causes as well as enhance corporate citizenship initiatives. In addition to helping employees fundraise and advocate for the causes most meaningful to them, the YourCause.com platform enables companies to communicate news, updates and highlight specific employee success stories through this new internal employee community.

“YourCause.com is actively partnering with today’s most progressive, caring, socially responsible and philanthropic companies,” said Matthew Combs, YourCause.com co-founder. “We are very excited to team up with AT&T to enhance their corporate citizenship efforts in way that is engaging and meaningful to their employees.”

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