

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.

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.”