

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 sites 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.”