

NETWORK FOR GOOD ACQUIRES DIRECT HELP
DEEPENS NETWORK FOR GOOD'S COMMITMENT TO SERVING NONPROFITS

For Immediate Release

September 28, 2004, Washington, DC - Network for Good, a leading provider of online tools for fundraising and volunteer recruiting for nonprofits, announced today that it is acquiring Direct Help, a nonprofit based in Norwalk, Connecticut. The acquisition will be completed by November 1, 2004. Direct Help's mission is to strengthen nonprofit organizations by providing technology services and guidance to deepen their relationships with supporters online.

The acquisition expands Network for Good's role as the largest nonprofit provider of online tools to nonprofits and deepens its commitment to improving the performance of nonprofits that use Web-based tools to attract and cultivate supporters. Network for Good is already in the process of integrating Direct Help's online tools into its existing technology platform and will soon assume responsibility for Direct Help's nonprofit customers.

"This creates an incredible opportunity" said Bill Strathmann, CEO of Network for Good. "for our customers, for Direct Help's customers and for the hundreds of thousands of small- and medium-sized nonprofits who have been waiting for a complete and affordable toolset for online fundraising and volunteer recruiting. We will be providing a much more robust set of tools for our nonprofits, national media reach and exposure for Direct Help's nonprofits, and a value proposition to other underserved nonprofits that is unmatched in the marketplace."

Since its inception less than three years ago, Network for Good has distributed more than \$41 million in donations to more than 14,000 nonprofits, both through its own website, www.networkforgood.org, and through the websites of nonprofits using its tools. Network for Good has also matched more than 150,000 volunteers with thousands of nonprofit organizations nationwide.

With more than 4,000 nonprofit organizations already using its tools, Network for Good has the largest customer base of any nonprofit provider. Once integrated, the expanded toolset will allow the organizations to do more with, and get more from their online programs. Network for Good will also incorporate elements of Direct Help's signature "high-touch" approach with an increased emphasis on training and ongoing support.

In addition to its hands-on approach, Direct Help has made significant investment in web-based tools for nonprofits. "We'll continue to serve nonprofits throughout Connecticut, while at the same time we are excited to expand our reach to thousands of nonprofits across the country", said Scott Case, Chairman and Founder of Direct Help. Case will join Network for Good as Vice Chairman of Nonprofit Services and as a board member of Network for Good.

Network for Good will continue to offer the same low-cost solution for nonprofits, with no set-up or monthly fees and the same low 3% fee Network for Good currently charges. In addition to the basic service, Network for Good will introduce a more extensive set of services for nonprofits including: custom web pages, email communications donor list and management tools, administrative tools and a new donation platform for wish lists.

"As a founding member of Network for Good, we are pleased with the coalition's continued evolution and the addition of critical new technology services and expertise to help broaden and strengthen the connections between charitable organizations and their constituents," said Michael Yutzenka, Executive Director, Cisco Systems Foundation. "In turn, the non-profit groups become more effective and efficient in their operations and expand their reach by connecting more people to help build stronger communities."

About Network for Good

Network for Good (www.networkforgood.org) is the Internet's leading charitable resource, an easy-to-use, secure website that includes detailed listings of more than 850,000 U.S. charities and a searchable database of nearly 80,000 volunteer opportunities. Network for Good works directly with nonprofits to help them leverage the Internet as a tool for fundraising and volunteer recruitment. Founded in 2001 by AOL, Cisco Systems and Yahoo!, Network for Good is an independent, 501(c)(3) nonprofit organization.

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