



BRING LIGHT CREATES A SOCIAL NETWORK TO INSPIRE A NEW GENERATION OF PHILANTHROPISTS

SAN JOSE, California, May 30, 2007 – Today, Bring Light (www.bringlight.com) was launched to offer today’s philanthropists a fun, interactive and secure website to see where their donations are going, and magnify the impact by rallying others to give to the causes they care about.

“People are more socially conscious thanks to celebrity and political figures raising awareness around causes like global warming, poverty, hunger and AIDS, but today’s donor wants to know where their money is going and if it’s really making a difference.” says Melissa Dyrdaahl, CEO and Co-founder.

Creating a network of givers

Bring Light was created for people who want to feel connected to the result of their donations. The site features specific projects posted by charities that are first screened by Bring Light for legitimacy. Donors can see evidence of their impact with real-time updates and by chatting with others in the community, including the charity itself who is encouraged to report back on how the money was spent.

Visitors can make an individual contribution, or create or join a Giving Group of like-minded donors. According to a recent survey by Cone Communications, family (77 percent) and friends (64 percent) were the two groups most likely to influence an individual’s decision to support a cause or charity.

“The power of social networking can have an exponential effect on a fundraising effort,” said Drew McManus, President and Co-founder. “You may only have twenty dollars to give, but the impact is bigger when you invite your friends and family to donate to the cause as well.”

Recognizing influential donors

Special to Bring Light is its spirit of play where donors collect points for the number of projects they support or friends that have joined the network based on their recommendation. Donors can choose their level of anonymity and drive how content is featured on the site, as prominence is connected to the amount of activity around a project or Giving Group.

Providing exceptional benefits of a donor advised fund

Bring Light is unique in offering the advantages of a donor advised fund through its provider, American Endowment Foundation (AEF). Donors can fund a Donor Account on Bring Light, immediately receive the maximum tax-benefit, and manage their charitable giving at any time thereafter. This brings the advantages of a donor advised fund to many who would not otherwise qualify.

“Bring Light chose American Endowment Foundation because they are a trusted, respected, and independent sponsor of donor advised funds nationwide.” said Dyrdaahl. “AEF shares our vision of inspiring a new generation of philanthropy, and we are excited to bring the benefits of a donor advised fund to the users of Bring Light.”

“For over 14 years, the American Endowment Foundation has helped donors fulfill their charitable goals,” said Phil Tobin, president of AEF. “We’re thrilled that by working together with Bring Light, we can extend these benefits to more people than ever before.”

About Bring Light, Inc.

Co-founders Melissa Dyrdaahl and Drew McManus left senior executive positions at Adobe Systems to become social entrepreneurs. Their ongoing work with nonprofits moved them to develop Bring Light.

Bring Light’s mission is to inspire a new generation of philanthropy. It is an online social network where donors and nonprofits build communities to fund specific charitable projects. For donors, it is a fun, interactive and secure place where they can see where their contributions are going, and multiply the impact by building Giving Groups around the causes they care about. For charities, it is a quick, simple and inexpensive way to fundraise and build relationships with new donors on the Web. For more information, visit www.bringlight.com

About American Endowment Foundation

American Endowment Foundation (AEF) is an IRS-recognized, 501(c)(3) public charity serving a national constituency since 1993. Its total donor advised fund assets now exceed \$130 million. Their sole business is donor advised fund administration, which includes compliance monitoring, state and federal filings, charity review, and grant disbursements - all in accordance with IRS guidelines. For more information, visit <http://www.aefonline.org/>.

Note to media, see accompanying press releases:

- *Announcing Bring Light, a socially responsible online network* – May 30, 2007
- *Bring Light helps charities efficiently market, fundraise and find new donors on the Web* – May 30, 2007

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