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Business Wire - Press Release



United Way of Central Maryland to Expand Revenues Through Online eMALL

12.19.07, 3:49 PM ET

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Sparhawk announced today they have joined with United Way of Central Maryland (UWCM), to boost fundraising for UWCM's health and human service efforts across central Maryland through the creation of a unique eMall. A percentage of the proceeds benefit UWCM.

UWCM approached Sparhawk, the nation's leading online fundraising company, to take advantage of the rapidly growing capabilities of online fundraising. Carole Ricks, Assistant Director of e-Direct Marketing at UWCM, is dedicated to developing the eMall with Sparhawk's team of experts. "We are excited to be the first United Way to partner with Sparhawk on this innovative fundraising tool. With the continued growth in the use technology, the UWCM eMall is a creative and convenient way to increase donorship by capitalizing on an online user's existing shopping habits."

Through this new eMall, supporters of UWCM can contribute to its efforts while they shop online. The eMall will contain many well-known retailers where people already shop, like Macy's, Barnes & Noble, Amazon, Staples and many other familiar names in the retailing world. The retailers were chosen through a careful screening process with Sparhawk.

Shopping through the UWCM eMall will allow customers to purchase the same merchandise at the same price, while simultaneously contributing to UWCM.

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"UWCM understands that the value of the eMall, the success of which

relies upon the effective education of its supporters, lies in the free support mechanism that Sparhawk provides. We look forward to working closely with UWCM on the marketing integration," Mike Harakal, president of Sparhawk, said. "The potential for new revenue is very strong."

"United Way of Central Maryland's eMall is a new way for us to expand our reach and diversify our fundraising efforts," said Mark Furst, executive vice president and COO of UWCM.

The eMall can be accessed by visiting www.shopuwcm.com or from UWCM's site at www.uwcm.org/GetInvolved/give/email/.

About United Way of Central Maryland

United Way of Central Maryland is a community impact organization whose mission is to improve people's lives by mobilizing the caring power of our communities. Programmatically, UWCM both helps people in immediate crisis and targets the root causes of chronic health and human service problems afflicting central Maryland. Although well known for its workplace fundraising prowess, it is continuously expanding and diversifying its donor base and sources of revenues.

For more information, visit www.uwcm.org or call (410) 547-8000.

About Sparhawk

Sparhawk is the only company that provides a complete eMALL package with no upfront or future costs. We give you the best in Branded shopping mall technology, marketing and fresh content absolutely free. The eMALL is a simple fundraising add-on to the campaigns you're already doing - except this program does not require your supporters to write yet another donation check. Your supporters simply click to your eMALL first and then to the store they want to shop. Every time they do, their purchase will generate an average of 3 percent and up to 25 percent contribution from Blue Chip retailers.

For more information, visit www.sparhawkcorp.com, email: info@sparhawkcorp.com or call (800) 568-0969.

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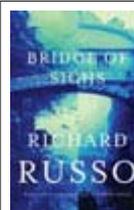


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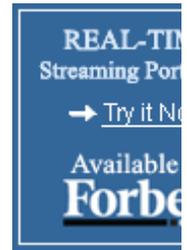
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