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CROWN PHILANTHROPIC SOLUTIONS

PRESS RELEASE

Penn State University selects Crown's Donor First™ Solution

Donors now have online access to an innovative charitable environment.

Englewood Cliffs, N.J. June 21, 2011: Pennsylvania State University selects DonorFirst™ as the platform for their new Donor Advised Fund philanthropic initiative.

"The Crown DonorFirst platform provides a capability we find to be unique, and essential, for engaging donors via the Internet," stated Mike Degenhart, Director of Gift Planning for the Pennsylvania State University. Penn State will be marketing their donor advised fund as the Pennsylvania State University Charitable Gift Fund. "This is a big step for us and we know that we have to provide a highly personalized web experience to engage our donors. We reviewed all of the options and selected DonorFirst as the best solution in the marketplace."

"Highly educated, highly mobile, highly affluent individuals are demanding more from the online systems supporting their donor advised funds, just like everything else in their portfolios," commented Ephy Torenberg, CEO of Crown Philanthropic Solutions. "DonorFirst was designed to deliver the single most personalized experience for managing a donor advised fund in an individual, or collaborative, environment. Obviously, it is important for DonorFirst to be selected by Penn State, and we are very pleased to be working with an organization of their high caliber."

The Pennsylvania State University Charitable Gift Fund went live with Crown's DonorFirst solution on May 16th. This is a major initiative for the university's development office and will become one of their primary means for expanding donor relationships.

About the Pennsylvania State University Charitable Gift Fund

As a donor-advised fund, the Pennsylvania State University Charitable Gift Fund (PSUCGF) is a convenient, flexible, and cost-effective way to support Penn State and other causes that matter to

their donors. Individuals establish a fund at Penn State that becomes a source for their future grant distributions, and for managing their overall charitable activity. Donors receive immediate online access to information on programs and initiatives currently underway at Penn State and will be able to connect to other alumni and friends through the innovative online charitable communities. Penn State provides investment management for the funds, accepts additional future contributions, and processes grant recommendations as donors direct. At least 50 percent of gifts made from the fund must be directed to Penn State, but the remainder of donors' gifts may go to any eligible charity. Successors can continue to direct gifts from the fund and continue a family's philanthropic legacy at Penn State and in the wider world.

About Crown Philanthropic Solutions, LLC

Crown Philanthropic Solutions, LLC was established in 2005 with the vision of delivering to our clients the social and collaborative power of the internet coupled with the traditional functionality required for charitable instruments such as donor advised funds and endowments. The result is a private-labeled Web application that is responsive to the expanding demands upon the philanthropic and financial communities for increased transparency, functionality, and informational flow in their charitable gifting tools. DonorFirst™ delivers a vibrant online community for our clients, helping to bridge the planned gift and major gift communities, financial services and professional advisors, donors and their grantees. The DonorFirst™ platform supports both a pooled or mutual fund style investment chassis as well as individually managed accounts, and introduces levels of communication and collaboration within each donors' account dashboard that have been unavailable in any existing DAF program. To learn more about the DonorFirst™ program, please contact Bill Hewitt at bhewitt@crownpns.com or visit (www.DonorFirst.org).