

FOR IMMEDIATE RELEASE

**CHARITYCALL AND HEP DEVELOPMENT SERVICES PARTNER TO
INTEGRATE MATCHING-GIFT PROGRAMS INTO MOBILE FUNDRAISING**

**E-Match Donor Link Has Multiplier Effect on Donors' Fundraising Dollars;
Increases Employee Satisfaction and Boosts Social Image of Major
Corporations**

LAKE FOREST, CA. – February 18, 2010 – CharityCall is pleased to announce its partnership with HEP Development Services, the leader in providing corporate matching gift data to nonprofits.

“With the e-match donor link, SmartPhone and iPhone users can search, identify and match their donations to one of nearly 16,000 companies in a way that’s smart, fast, convenient and safe,” says Robert Jones, President & Founder of CharityCall. “This unique enhancement to our mobile web app empowers Americans to maximize their ability to ‘do good,’ while providing our nonprofit clients with added fuel for their missions.”

The CharityCall mobile web application is privately branded for each nonprofit client to provide donors with a quick, easy, convenient, and transparent way to issue donations of \$25, \$50, \$75 or more. Donations are billed using a convenient PayPal mobile process or via credit or debit cards.

CharityCall is the first custom-branded mobile application designed to empower nonprofit organizations to encourage civic engagement by raising funds in a convenient, safe and comprehensive manner. Because it’s on the mobile web, these branded applications are easily accessed by supporters through a simple URL. There is no need to text short codes or download device-specific mobile apps.

Once a donation is made via a CharityCall client branded mobile app, donors can instantly verify if their gifts can be matched. If a match is found, "how to" instructions with specific downloadable matching gift forms or links to online forms are emailed directly to the donor for completion. The charity or educational institution is also notified every time a donation qualifies for a corporate matching gift. This notice empowers these non-profit organizations to follow up with donors and provide any requested assistance.

“Partnering with CharityCall opens a new channel of fundraising for thousands of nonprofits faced with diminished staff and resources and increased demands for fundraising dollars in this downward economy,” says Steve Hafner, Founder & CEO of HEP Development Services. “We are thrilled to provide donors with the opportunity to boost the power of their giving in seconds, right from their mobile devices.”

About CharityCall LLC

CharityCall LLC (www.charitycall.cc) provides an easy and convenient mobile web application solution to help non-profit organizations attract and engage donors through their mobile phones and web-enabled Smartphones. The CharityCall service also delivers a personal giving platform enabling donors to support their causes anywhere,

anytime. Since these applications reside on the mobile web, CharityCall can also evolve their features and functionality by developing application programming interfaces (APIs) with many partner offerings. For more, please visit www.charitycall.cc or request a media kit.

About HEP Development Services

HEP Development serves more than 5,000 non-profits annually by providing matching gift data to promote, identify and follow-up on matching gift opportunities. In addition, HEP offers the most tech savvy data mining solutions to improve donor engagement at both the annual and major gift levels. HEP is based in the DC metropolitan region with regional offices in Ft. Lauderdale, FL and New Haven, CT. For more, please visit www.hepdata.com or 800.681.4438.

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