

For Immediate Release



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American Bar Endowment Selects Crowns' DonorFirst™ Technology For ABE Charitable Giving Fund

New York, NY November 9, 2009 – Crown Philanthropic Solutions, LLC, (www.donorfirst.org) an innovative provider of technology and services for the financial services and nonprofit space, is pleased to announce it has been selected to provide the Web-based interface and administration for the American Bar Endowment Charitable Gift Fund, a donor advised fund (DAF) program sponsored by the American Bar Endowment (ABE), a charitable affiliate of the American Bar Association.

According to William Hewitt, Crown Philanthropic Solutions' Chief Marketing Officer, "Crown Philanthropic Solutions has introduced a dramatically enhanced platform for donor-advised fund sponsors, and one that for the first time delivers the expanded communication, engagement and investment capabilities that donors have been looking for. We are excited to be selected by ABE and consider it a tribute to our vision of enhanced donor engagement and program flexibility that an organization with the demanding membership of the ABE has elected to provide our program to their members."

Noted Renee Leskiw, Executive Director of ABE, "I believe that our adoption of the Crown DonorFirst™ platform for the ABE Charitable Giving Fund will provide our donors and advisors with the type of leading edge solution and enhanced service they have come to expect from ABE. The DonorFirst™ platform offers our members a state-of-the-art system to manage their personal, family and family office philanthropy by providing levels of collaboration, investment and grants management flexibility previously unavailable even within private foundation programs."

Recognized as the fastest growing charitable instrument in the country today, donor advised funds (DAFs) have historically been limited in their ability to support the levels of family collaboration, donor-grantee communication, and investment flexibility traditionally demanded by the high net-worth audience. The Crown DonorFirst™ platform is the first solution in the Internet philanthropic space with an approach that can truly help mobilize the vast amounts of social capital that exist within the nation today.

DAFs enable individuals with philanthropic interests to efficiently manage their charitable giving by allowing them to make an irrevocable contribution of a variety of personal assets (cash, appreciated stocks, bonds, mutual funds, real estate and even collectibles) at the most advantageous time; claim a tax deduction for the gifts, and then direct contributions from their account to the charity or charities of their choice by recommending a grant distribution from the foundation sponsoring their account.

One key aspect of Crown's DonorFirst™ platform is a true open architecture investment capability that was designed to provide donors with a wide range of options and allow those donors to maintain their existing relationships with financial advisors, rather than force them into a fixed pool of preselected funds. "Coupled with a powerful, private, and secure relationship and collaboration

environment, and Crown has introduced a solution that supports high net worth donors as they transition toward a new, broad-based form of philanthropy, enhancing the overall engagement experience for donors and their families, while simultaneously providing a simple, efficient system for managing a diverse array of charitable contributions,” said Mr. Hewitt. “This evolution from charity to philanthropy is a process that all donors go through as they acquire the kind of wealth which carries with it increased responsibility. The Crown platform not only supports both ends of the continuum, but makes the donors’ path smoother and more accessible than ever before.”

The American Bar Endowment is an independent public charity established to advance legal study, research, the administration of justice, and uniformity of judicial decision through grants to the American Bar Foundation and the ABA’s Fund for Justice and Education. The organization also provides ABA members with a variety of insurance plans tailored to meet the special needs of lawyers and judges. ABE’s donor advised fund (DAF) program, the ABE Charitable Gift Fund, provides ABA members with a robust charitable instrument designed to provide the flexibility in grantee selection desired by today’s donors, coupled with support for enhanced grantee communication and transparency that families demand. For more information on the ABE CGF, contact Joanne Martin at jmartin@abenet.org or at 312-988-6408.

About Crown Philanthropic Solutions, LLC

Crown Philanthropic Solutions, LLC was established in 2005 for the primary purpose of creating a donor advised fund (DAF) solution that was responsive to the expanding needs of the philanthropic and financial services communities. Crown recognized the pressure on both these groups to respond to demands for increased transparency, functionality, and informational flow in their charitable gifting tools and by leveraging advancements in Web technology Crown has created a bridge between the nonprofit and foundation community, financial organizations and donors. 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 Crown Philanthropic Solutions, LLC and their DonorFirst™ Program please visit (www.donorfirst.org).

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