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CROWN PHILANTHROPIC SOLUTIONS

PRESS RELEASE

Crown Philanthropic Solutions announces Mobile Access for Donors

Crown adds mobile access for donor advised funds to their DonorFirst™ philanthropic platform.

Englewood Cliffs, NJ, October 26, 2011: Crown Philanthropic Solutions has announced the addition of mobile access for smartphones and tablets to their DonorFirst platform.

"The release of Mobile Access for donors demonstrates the strength and agility of our technology and architecture to support the latest market trends. This is a big step for everyone involved, especially for our clients, and we are very pleased to make this announcement within weeks rather than months of development," said Ephy Torenberg, CEO of Crown. "We know well that today's donors will not accept yesterday's technology. With the proliferation of smartphones and tablets like the iPad®, donors expect, and need, mobile access as part of their services. "

Mobile access for the DonorFirst philanthropic platform is immediately available to all of our clients and is a standard part of our offering from this point forward. There will be no waiting for availability.

"The team at Crown has a knack for anticipating and exceeding what we and our donors expect in online solutions and Mobile Access is just one more example of why Gulf Coast made the switch to DonorFirst," commented Veronica Brady, Senior Vice President for Philanthropy, Gulf Coast Community Foundation. "We are excited about sharing this new capability with our fund holders; we know the reaction will be very positive."

About Crown Philanthropic Solutions, LLC - Crown Philanthropic Solutions, LLC was established 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. By leveraging advancements in Web technology, Crown has created a bridge between the nonprofit and foundation community, financial organizations, and donors. To learn more about Crown Philanthropic Solutions, LLC and their DonorFirst™ Program, please visit www.donorfirst.org.