



For Immediate Release:

**DOING GOOD ONE SEARCH OR ONE PURCHASE AT A TIME!
Supporters of Imua Family Services are using GoodSearch and GoodShop, raising
money with every search of the Internet and every purchase on-line!**

Wailuku, HI 2009 -- What if even a fraction of the \$140 billion generated by search engine advertisers* and online shopping was directed towards Imua Family Services to support their mission to provide comprehensive early childhood development services to children and their families? That is the concept behind GoodSearch.com a new search engine powered by Yahoo! GoodSearch donates 50% of its revenue, approximately a penny per search, to the charities designated by its users. You use it exactly as you would any other search engine and the pennies add up quickly – just 500 people searching four times a day will earn around \$7,300 in a year. It doesn't cost the users a thing!

Similarly with GoodShop.com, consumers are helping their favorite causes by shopping at hundreds of well known retailers including Amazon, Target, Apple, Macy's, Best Buy, Orbitz, Staples and others. The shopping experience and the prices are exactly the same as going to the retailer directly, but by going through GoodShop, up to 37% of the purchase price is donated the user's favorite cause!

Imua Family Services recently registered with GoodSearch.com and GoodShop.com, giving its supporters a chance to raise money for the organization every time they search the Internet or shop online. Imua Family Services' goal is to earn \$10,000 through the site this year which will be used to support the nonprofit organizations' mission.

Using GoodSearch is simple. Because the site is powered by Yahoo, users are assured of high quality results - but each time you designate Imua Family Services when you search, money is generated by the advertisers for support of the organization. "Every penny counts", says Karen Jayne, Executive Director of Imua Family Services. "While doing a search or shopping online why not raise money for Imua Family Services? There is absolutely no reason not to use GoodSearch and GoodShop - it's so easy. Every time you search and designate Imua you help a child in need."

"We know there are a lot of people who want to do good but may not have the time or the money to help out." said Ken Ramberg, Co-Founder of GoodSearch and former President of MonsterTRAK, the largest online career site for college students (now a division of Monster.com). "GoodSearch and GoodShop make it as easy as possible. We've taken something people do every day -- searching the Internet and shopping online -- and have turned it into doing good."

Imua Family Services provides comprehensive early childhood development services to children and their families with the support and resources needed to achieve their full potential in life. Each year, Imua Family Services serves over 2,400 community members on Maui and Lanai through the Infant & Child Development Program, Early Childhood Development Program, Newborn Hearing Screening, and Camp Imua. For more information about Imua Family Services visit www.imuafamilyservices.org.

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* Source: SEMPO survey