

PRESS RELEASE

GiveBack360, Inc. • 16776 Bernardo Center Drive 110D • San Diego, CA 92128

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TO DRAMATICALLY IMPACT GIVING IN AMERICA, GIVEBACK360 LAUNCHES ON #GIVINGTUESDAY

San Diego, CA (December 1, 2013). - A local technology startup GiveBack360 Inc. has partnered with #GivingTuesday to launch their network on December 3rd and improve local communities by promoting better, smarter and easier ways to give back. A 100,000 membership giveaway by GiveBack360 will begin on #GivingTuesday in an effort to accelerate their mission of facilitating more giving than any other company, ever.

Founded with the help of the Gates Foundation, 92Y and the United Nations, #GivingTuesday is only in its second year yet over 7,000 nonprofits and businesses have joined the movement this year. As one of #GivingTuesday's official partners GiveBack360 has pledged to provide free memberships to the first 100,000 individuals who sign up as a Giver + in their network. These memberships are \$10 each, as a result they can represent up to \$1 million dollars in Giver+ memberships. As Givers, members in the GiveBack360 network purchase 'Save & Give Offers' which will automatically contribute to their favorite school or cause while saving money.

"We are confident that our business model has the potential to dramatically change the world by making it easy for everyone to give," Founder and CEO Brian Pado says, "Philanthropy is at the core of GiveBack360 and there could not be a more perfect day to launch our network than on #GivingTuesday, a National day devoted to giving back."

Anyone can participate in #GivingTuesday on December 3rd with a simple online signup at GiveBack360.com. Since it is free to join there is no reason not to become a Giver. Pado says, "Everyone loves saving money, so it only makes sense for everyone to choose Save & Give offers using GiveBack360. "

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When asked why the company believes their network is unique, Pado responds, “GiveBack360 does what no other for-profit company would ever consider, facilitating donations of 50% or MORE of every dollar earned in gross profit! People say we are crazy but when your goal is to change the world through giving back your personal priorities have to change. At GiveBack360 every day will be #GivingTuesday!

About GiveBack360 Inc.: GiveBack360 is a community fundraising network. The startup based in San Diego, CA. has developed a technology driven cloud-based platform that blends for-profit strategies with nonprofit fundraising. The features of their system impact giving by tying fundraising to purchases, aligning local businesses as partners within their communities and connecting individuals to the schools and nonprofits they support.

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