

For immediate release – 10 November 2008

Responsible fundraising partners with Rainforest Alliance for environmental sustainability!

Fundtastic Fundraising, the country's leading innovator in socially and environmentally responsible fundraising, is proud to introduce the first Rainforest Alliance certified chocolate into the Canadian marketplace.

The word responsible can be defined, according to the Merriam Webster dictionary, as "able to answer for one's conduct and obligations; trustworthy; able to choose for oneself between right and wrong".

Fundtastic Fundraising takes its "responsibility" seriously and works to ensure that this responsibility is reflected in every aspect of its business model. Their recent partnership with the Rainforest Alliance is further evidence of Fundtastic Fundraising's commitment to social and environmental responsibility and their goal to think globally and act locally!

Introducing a line of all-natural, 100% pure Belgian chocolate, certified by the Rainforest Alliance, was a perfect fit for a company that lists social and environmental responsibility as one of its core commitments. According to Fundtastic Fundraising's President and CEO, June Nicholson:

"Our work with schools and community groups gives us a unique opportunity to promote environmental and social responsibility from a very young age. Our customers were looking for healthy snacking options and responsible products to integrate into their fundraising programs and our new Nature's Treasures chocolate fit this model exactly! Educating students about ecology, endangered species, conservation, recycling and healthy eating awareness provides the building blocks for future responsibility, and at Fundtastic Fundraising we are honoured to be part of this initiative!"

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behaviour with the belief that the key to ensuring long and healthy lives for people, for wildlife and for the planet is by establishing sustainable ways of working the land.

Fundtastic Fundraising uses cocoa harvested exclusively from Rainforest Alliance certified farms in Costa Rica in its Nature's Treasures chocolate. Farmed on over 18 million acres of tropical land, cocoa provides a means of livelihood to an estimated 40 million people worldwide, including five million farms, 90% of whom are small holders, labourers and employees in processing factories. The Rainforest Alliance encourages cocoa farming practices that are sustainable over the long term by maintaining a healthy environment and decent working conditions.

Forming a cornerstone of Fundtastic Fundraising's product offering is a learning module offered by the Rainforest Alliance. The Rainforest Alliance works to help students of all ages understand the role that each of them play in biodiversity conservation and environmental sustainability and their education modules (available at www.fundtastic.ca) provide children and teachers with fun and educational resources to understand fundamental environmental issues and to take action to help protect our planet.

Fundtastic Fundraising is honoured to be a partner with the Rainforest Alliance to encourage fundraising programs that are part of a responsible ecological chain that supports our schools and greens our communities.

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For further information and media enquiries, including interviews and photographs, please contact: Marketing Dynamic Solutions, 519-316-0583 or info@mdsolutions.ca.