

For immediate release – 24 November 2008

Greening our environment with responsible fundraising initiatives!

Fundtastic Fundraising, the country's leading innovator in socially and environmentally responsible fundraising, is proud to announce its partnership with Tree Canada, a not-for-profit organization dedicated to improving our quality of life by planting and caring for trees.

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 Tree Canada is further evidence of Fundtastic Fundraising's commitment to social and environmental responsibility and their goal to think globally and act locally!

With the introduction of Nature's Treasures, its new, all-natural 100% pure Belgian chocolate, and the first chocolate in Canada to receive Rainforest Alliance certification, the partnership with Tree Canada was the next logical step for Fundtastic Fundraising 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. By partnering with Tree Canada we can introduce children and their families to environmental responsibility that starts from the ground up -- literally! Schools and community groups can very quickly see that their fundraising efforts can be part of a responsible ecological chain that supports and greens our communities."

As part of its sponsorship of Tree Canada, Fundtastic Fundraising will supply one tree kit procured from Tree Canada for every collective selling unit of Nature's Treasures sold. Each community or school group can then use these tree kits as part of their own community or school yard greening initiative. Tree Canada is pleased to support Fundtastic Fundraising's community commitment to environmental pursuits. "This initiative will help spread awareness to teachers, parents and children about the importance of trees and how they play a crucial role in preserving the natural world in their communities," said Michael Rosen, President of Tree Canada.

Tree Canada, the country's largest tree planting organization, and winner of the 2007 Canadian Environmental Award, engages companies, government agencies, schools, community groups and individuals to encourage Canadians to plant and care for trees in an effort to reduce the harmful effects of carbon dioxide emissions. To date, more than 75 million trees have been planted and more than 450 school yards have been greened by Tree Canada (www.treecanada.ca).

Fundtastic Fundraising is honoured to be a partner with Tree Canada and the Rainforest Alliance to encourage fundraising programs that are part of a responsible ecological chain, supporting our schools, communities and our environment!

-30-

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