

HOW Would You FEEL
If You SAVED
A Kid's LIFE?



September 9, 2009

Dear Jeffrey,

We are thrilled to have this opportunity to work with you and Rose Advertising's Starkart and Your Local Post. Thank you for choosing STANDUP FOR KIDS as your featured charity of 2009. I understand that our joint efforts will begin October 1, 2009, with Rose Advertising giving thousands of local businesses throughout North America the opportunity to come together and help make a difference by holding charity drives on behalf of STANDUP FOR KIDS.

We understand you will present your customers with the opportunity to sponsor charity drives on behalf of STANDUP FOR KIDS. During the drives, businesses will be asked to encourage their patrons to: (1) donate used cell phones to STANDUP FOR KIDS and (2) text the word "hungry" on their cell phone to make a \$5.00 donation to STANDUP FOR KIDS. We also understand that your customers will be given an opportunity to include STANDUP FOR KIDS logos and website information on Starkart ads that they may purchase. Finally, we are very appreciative of Rose Advertising's generous commitment to make a contribution to STANDUP FOR KIDS for each Starkart ad sold between October 1 and December 31, 2009.

Once again thanks for your support and we look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Koca".

Rick Koca
Founder and Chief Executive Officer
STANDUP FOR KIDS