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AOL and Philanthropy Project Launch Philanthropy Feature on AOL News

Content Highlights Giving, Volunteering, and America's Generosity

NEW YORK--([BUSINESS WIRE](#))--AOL's MediaGlow announced a new feature on AOL News that provides information and news about philanthropic efforts across America, as well as the latest scientific information and advice about the benefits of living a philanthropic lifestyle. The feature, <http://news.aol.com/philanthropy>, created in partnership with Philanthropy Project, is the latest in a series of AOL News launches across various special-interest areas that deliver top-quality breaking news. MediaGlow, <http://www.mediaglow.com>, is AOL's publishing unit.

A proprietary feature of the philanthropy news site is the GlowMeter, <http://www.news.aol.com/philanthropy/glowmeter>, a quiz that reveals users' philanthropic "colors" and matches them to GlowMates -- others who are participating in like-colored philanthropic efforts in the users' communities.

"AOL has always been committed to helping the community, and through this new feature, we can provide users with a direct link to their own community and philanthropic news across the country," said Marty Moe, Senior Vice President, AOL MediaGlow. "By partnering with Philanthropy Project, we are providing an entertaining, interactive and engaging place for helping others in need and to learn about people who are truly making a difference in America. This provides a forum for users to connect with others to discuss philanthropic news and for advertisers to reach those who are committed to making a difference."

"Philanthropy is not just for the rich and famous," said Dr. Michael Guillen, Chairman and President, Philanthropy Project. "We are thrilled that AOL News has helped us build this fabulous gathering place on the Web where ordinary people will find all the news, inspiration, camaraderie, and tools they need to be philanthropists in their communities and to enjoy the happier, healthier, longer life that is now proven to come with making philanthropy a part of their daily routine."

At launch, the site will highlight 11-year-old philanthropist Zach Bonner, who is walking 668 miles, from Atlanta to the White House, to rally support for homeless kids in America and youth volunteerism. Visitors will be able to track Bonner every step of the way through GPS technology and video feeds from the walkathon. In 2005, Bonner founded the Tampa-based Little Red Wagon Foundation, www.littleredwagonfoundation.com. He is the basis of an inspiring, family movie being produced by Philanthropy Project, the script for which is being written by award-winning writer Patrick Sheane Duncan, who also wrote "Courage Under Fire" and "Mr. Holland's Opus."

AOL News' philanthropy area is a place for consumers to stay informed about philanthropic news and find practical tips for how they can make a difference in their own lives by making a difference in the lives of others. In addition to the GlowMeter quiz, the site includes:

- Weekly "Give & Glow" video series, featuring original short films produced exclusively for Philanthropy Project by some of America's best and brightest young filmmakers;
- The latest philanthropy news from across the country served up in twelve different "colors," enabling users to completely customize their site experience.

About MediaGlow

MediaGlow, AOL's publishing business unit formed in early 2009, centralizes AOL's programming efforts, including AOL.com, AOL's content verticals and commerce and marketplace channels, dozens of niche sites, and state-of-the-art studios in Los Angeles and New York City. In all, MediaGlow operates more than 70 sites and attracts more than 67 million unique visitors each month, according to comScore Media Metrix. It plans to launch more than 30 new sites in 2009. MediaGlow, along with AOL's advertising business, Platform-A, and its social media business, People Networks, represent the three core businesses for AOL.

About AOL

AOL is a global Web services company that operates some of the most popular Web destinations, offers a comprehensive suite of free software and services, runs one of the largest Internet access businesses in the U.S., and provides a full set of advertising solutions. A majority-owned subsidiary of Time Warner Inc., AOL LLC and its subsidiaries have operations in the U.S., Europe, Canada and Asia. Learn more at AOL.com.

About Philanthropy Project

Philanthropy Project, launched in October 2007 with an unprecedented \$10 million grant from the John Templeton Foundation (www.templeton.org), is a not-for-profit campaign that is using the moving image to inspire and enable every man, woman, and child to be a philanthropist. Its primary sources of inspiration are the 72,000 charitable foundations across America, whose innovative good works are helping to solve some of our country's most pressing human needs; and the everyday generosity of legions of Americans from coast to coast who epitomize the spirit and practice of citizen philanthropy. In 2008, Philanthropy Project inaugurated its Filmanthropy Scholarship Competition, awarding more than \$140,000 in scholarships to young filmmakers at the American Film Institute (AFI). This year, the competition is being held at six top-ranked film schools: AFI, USC, The University of Texas at Austin, The School at the Art Institute of Chicago, Boston University and Florida State University. It is currently developing a motion picture based on the life and citizen philanthropy of Zach Bonner.

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