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**UNITED WAY RETAINS CLARITY GROUP
TO DEVELOP NATIONAL CRM COMPETENCY**

-- Consulting Firm Will Help Transform Top Philanthropy Organization --

CHAPEL HILL, N.C., March 3, 2008 – United Way of America has retained Clarity Group, a marketing consultancy serving non-profit and faith-based organizations, to develop a Customer Relationship Management (CRM) competency within the national organization and for 11 local United Ways nationwide.

“This partnership will help United Way to build stronger, more emotional connections with our active community investors as we all work together to advance the common good by creating opportunities in education, income and health,” said Cynthia Round, EVP of brand strategy and marketing at United Way of America. “It represents a potential sea change for United Ways across the country, requiring an organizational and cultural shift, not just a technology platform. We are delighted to have a partner like Clarity Group that understands how to create sustainable change,” she noted.

The CRM initiative, which kicked off in January, will run for 18 months and involves United Ways in 11 local markets, including Atlanta; Austin, Texas; Boston; Cincinnati; Columbus, Ohio; Denver; Detroit; Los Angeles; Minneapolis/St. Paul, Minn.; Richmond, Va.; and Tucson,

CLARITY – 2

Ariz. Clarity Group will help each local United Way create and implement its own unique CRM roadmap across five key pillars of CRM: (1) organization & culture, (2) operations & processes, (3) data, (4) marketing & communications, and (5) technology. Each local CRM roadmap will assess and prioritize these five critical pillars and outline strategies and tactics on a local level that will create greater value and relevance for United Way supporters.

In addition to working with the local United Ways, Clarity will help United Way of America to develop enterprise-wide learnings, tools and processes that will ultimately be shared with almost 1,300 local United Ways, reducing the risk and investment when those organizations develop their own CRM programs.

Clarity Group was awarded this assignment in a competitive process that involved some of the largest consultancies and CRM firms in the country. The firm was selected in part due to its unique understanding of the organizational challenges and distinct business needs of non-profit organizations. Craig Wood founded Clarity Group in 2006, following a distinguished marketing career working with industry leaders such as Yankelovich. One of the firm's early assignments was a series of CRM projects involving five local United Ways, many of which are participating in this newest initiative.

“Craig and the Clarity team share our United Way values,” said Jim Yu, vice president of relationship management at United Way of America. “Their passion and commitment to our mission resonated with everyone involved in the selection process.”

“This is a fascinating and incredibly rewarding assignment for Clarity Group,” commented Mr. Wood. “The reality of helping transform one of the largest and finest philanthropies in the nation is consistent with the core mission of Clarity Group. We know that success in this project will mean measurable impact in changing lives in local communities. Clarity is thrilled to be an integral part of that noble objective.”

CLARITY - 3

About Clarity Group

Clarity Group (www.claritygroupinc.com) offers marketing consulting and customer relationship management services for consumer marketing organizations. Clarity Group partners with its clients to help them optimize their marketing spend, better leverage their client relationships, and focus their go-to-market strategy. The Company serves non-profit and faith-based organizations, as well as traditional consumer-facing marketers, through their unique combination of business consulting, data analytics and database expertise. Clarity Group is headquartered in Chapel Hill, N.C.

About United Way

United Way is a national network of nearly 1,300 local organizations that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. United Way of America is the national organization dedicated to leading the United Way movement to create long lasting community change by addressing the underlying causes of the most significant issues. Living united means being a part of the change. Give. Advocate. Volunteer. For more information about United Way, please visit: www.unitedway.org.

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