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News Release

Double Airline Miles End December 31 for Donations to the Kids First Fund Through Google Checkout

Earn miles in seven frequent flier programs: Alaska, Continental, Delta, Midwest, Northwest, United, and US Airways.

December 20, 2007, Milwaukee, Wisconsin, USA – The Kids First Fund became the latest non-profit organization today to accept donations through Google Checkout. Frequent fliers needing a few extra miles might consider a year-end donation to help abused and abandoned children in countries where resources are very limited.

Making that donation through Google Checkout will earn **2 miles for every dollar donated** in the following programs: Alaska Mileage Plan, Continental OnePass, Delta SkyMiles, Midwest Miles, Northwest WorldPerks, United Mileage Plus, and US Airways Dividend Miles. Google Checkout utilizes major credit cards which includes American Express, MasterCard, and Visa.

Google Checkout is a new service that makes online shopping faster, safer and more convenient. Google Checkout allows consumers to quickly and easily buy from stores across the web and track orders and shipping in one place. It may be used to make contributions to the Kids First Fund and other participating non-profit organizations.

The Kids First Fund has streamlined the process of making donations (and earning miles) with its recently launched "Kitchen Campaign". Donors can make a simple \$9.99, \$19.99 or \$24.99 contribution to help fund a kitchen for a new family shelter in the Republic of Latvia. You could say the Kitchen Campaign is the "frosting on the cake" as the Kids First Fund has already committed \$200,000 to the project Latvia's remote Balvi region. An additional \$15,000 is required to fully fund the kitchen project. \$9.99 might not seem like much, but it represents a meaningful contribution to help purchase all the things that help make a kitchen the true heart of a home.

Frequent fliers may enroll in Google Checkout and donate online through December 31, 2007 at KidsFirstFund.org by clicking on the Kitchen Campaign link on the home page.

Double Miles from Google

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Rest assured, the Kids First Fund is a careful steward of donor money. 100% of your donation will help children and moms. Nothing is deducted for overhead as the Kids First Fund is an all-volunteer organization. Google even pays all credit card fees for online donations. The Kids First Fund is an IRS registered charity; donations are tax deductible.

Google makes the double miles offer to Google Checkout customers (U.S. residents) who have registered for the offer prior to making a donation. The double miles offer is not made by the Kids First Fund. Read Google's terms and conditions for the offer at this website:

Google.com/checkout/promotions/miles.html

About the Kids First Fund. The Kids First Fund helps abused and abandoned children. We protect children from abuse. We empower young adults with a positive future. We strengthen families. We build awareness of child abuse. We operate in countries where resources are very limited. Current projects provide support for children in the democratic republic of Latvia located on the Baltic Sea. The Kids First Fund supports programs to educate child welfare professionals such as police officers, judges, social workers and prosecutors on child abuse issues. Direct assistance is also provided to centers providing care for abused children. The Kids First Fund is a very efficient non-profit organization and does not incur any expenses since all staffing and services are donated. The organization has been granted special consultative status with the Economic and Social Council of the United Nations. Learn more at KidsFirstFund.org.