

FOR IMMEDIATE RELEASE

November 4, 2015

Place2Give Foundation launches thecardthat.gives

Charity giving card released in time for holiday season

Calgary, Canada – The Place2Give Foundation has launched a new way to give the Gift of Charity in time for the holiday season – thecardthat.gives.

“We’re excited to give everyone another way to pay it forward this holiday season,” said Gena Rotstein, CEO of Place2Give’s parent company Dexterity Ventures Inc. “thecardthat.gives is simple and streamlined, and most importantly it offers individuals and corporations the ability to participate in social change.”

A giving card that allows an individual or a corporation to gift a predetermined amount of money to a charity chosen by their intended recipient, thecardthat.gives can be used to donate to any of the 90,000 Canadian registered charities through thecardthat.gives online portal.

thecardthat.gives is available in both a digital or physical format, in denominations of \$25, \$50, \$75, and \$100. Buyers of the cards will receive a Canadian Tax Receipt for the value of the donation amount upon purchase of a card.

Companies that are looking to give differently this season can order thecardthat.gives cards in bulk to distribute to employees, customers, partners, or third parties. In addition, they will receive a dedicated donation landing page where they can share their charitable story and see how their recipients have directed their gifts. As card recipients designate their donation, the page will be updated with a list of beneficiary organizations to highlight the ripple effect of their generosity.

“This is a unique opportunity for the corporate world to offer their customers and clients a fresh way to participate in the holiday charity giving that is popular this time of year. With thecardthat.gives we are providing companies with the ability to show that they not only care about social change, but that they care about the causes that are important to their recipients,” said Rotstein.

thecardthat.gives is now available for purchase online at www.thecardthat.gives, and will be available at select local retail locations to be announced in the coming weeks. For more information about Place2Give, please visit www.place2give.com.



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Notes to Editors:

thecardthat.gives Fees

- Buyers of thecardthat.gives cards will pay a \$2.75 activation fee for each card on top of their face value
- Upon donation, 6 per cent of the value will be used to cover processing fees

About Dexterity Ventures Inc.

Dexterity Ventures Inc. (DVI) is a Business to Business organization selling "Donation Tools" to businesses who want to incorporate giving and social good into their products or online presence. The company focuses on creating leading edge technologies that support the philanthropic and social visions of individuals, families and businesses supporting North America's charitable sector. DVI operates Place2Give.com and the Place2Give Foundation.

Place2Give.com is a donor-centered charity search engine. It provides donors with the tools they need to search, evaluate and give to Canadian and American charities that align with their passions. Place2Give uses data collected and managed by DVI on all North American charities from 11 data sources.

The Place2Give Foundation is registered charity 833678840RR0001 in Canada. The Place2Give Foundation has partnered with the Place2Give – US to process donations to American charities. It the only online charitable foundation that provides cross-border donation solutions for North American donors.