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## JAVAFIT GIVES BACK CUSTOMER PROGRAM

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JavaFit's CEO, Dave Briskie and President, Scott Pumper recently launched the JavaFit Gives Back Program benefiting non-profit entities. A founding principle within the company's culture is to give back to worthwhile causes. Therefore, unlike any ordinary fundraiser, JavaFit Gives Back will never be a hard cost to any of the non-profits it benefits.

The JavaFit Gives Back Program is specifically designed to assist non-profit organization's efforts to raise money for their various causes. We strongly believe that a partnership with JavaFit will move charitable organizations closer to reaching their goals and dreams. Helping charitable organizations reach their goals and dreams is 100% aligned with JavaFit's corporate culture.

The non-profit program provides a vehicle for organizations to raise money from their patrons by simply having their patrons do what they do every day, drink coffee! All they need to do is replace their morning brew with a fresher tasting, better for you, coffee... JavaFit. No catch, no strings attached. In these times when charitable giving is a greater challenge, people still have the desire to give and JavaFit provides this opportunity without any impact to the weekly budget. Unlike traditional fundraising, this program keeps on giving every week. The program has a beginning, but never ends. Every cup of coffee drank within this program benefits the non-profit. It really is that simple.

## ■ How does a non-profit organization participate in the JavaFit Gives Back Program?

### 1. The non-profit must be sponsored by a JavaFit active affiliate that has been specially trained to assist non-profit organizations.

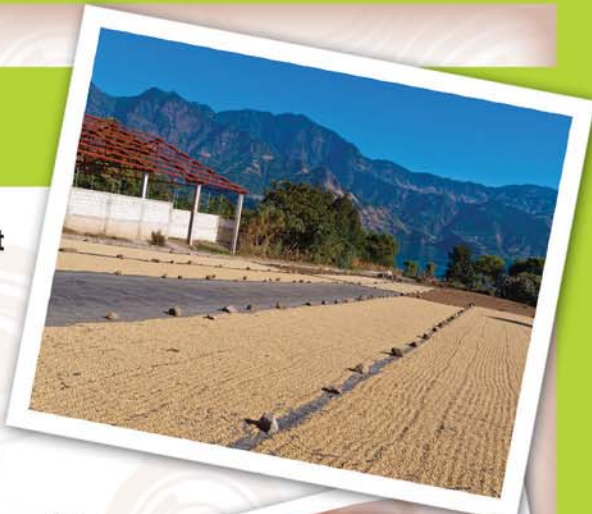
The sponsor will cause the proper documentation to be completed by the non-profit organization and this information will be forwarded to JavaFit's customer service department. This confidential information provided to JavaFit, will allow JavaFit to determine that the non-profit is a legitimate organization. The non-profit's acceptance into the program will be determined at JavaFit's sole discretion. Once approved, the non-profit and the sponsor will be provided a notification letter of said approval into the JavaFit Gives Back Program along with a getting started package.

**The sponsor will play a key role in helping the JavaFit Gives Back Program become a success.** The sponsor will need to identify and train one to several champions within the non-profit, depending on the size of the organization, to maximize the benefits that are available through the program.

### 2. The next step in the process is quite simple.

The approved non-profit simply needs to inspire their patronage and membership that they can now contribute to their non-profit everyday just by drinking JavaFit Coffee? The specific non-profit will need to be sure to direct their patrons and membership to the website that has been specifically set up for the non-profit. The web addresses benefiting non-profits will begin with the prefix *www.javafitgivesback/* and the name of the non-profit will immediately follow the forward slash.

For a patron or member to be sure that they are on the proper website, they merely need to look at the lower right hand corner of the home page to make sure the non-profit's name is displayed. Non-profit customers will have the choice of purchasing coffee on an as needed basis or via a convenient monthly auto ship program. These options are clearly described in the shopping cart section of the website. No matter what choice is made, every purchase of coffee will trigger donations to the non-profit organization.



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WHAT'S IN YOUR CUP?<sup>®</sup>