

BRAD EAST RECOGNIZED BY PHILANTHROPY FUND OF AMERICA

Phoenix, AZ—The Philanthropy Fund of America (PFA), which supports deserving nonprofit organizations by expanding the base of charitable giving in the United States, is proud to recognize Brad East, of Moors & Cabot, as a member of its Board of Directors. As a Director, Mr. East has been instrumental to the Board through its infancy and, as the Fund gathers momentum for explosive growth in 2010, his financial expertise will continue to benefit the organization.

Mr. East is a 17 year veteran of the investment business, and is the Senior Vice President of Investments at Moors & Cabot, Inc. Moors & Cabot is a private investment banking and brokerage firm established in 1890 with headquarters in Boston, Massachusetts. East helped open the Phoenix branch in 2003.

About Philanthropy Fund of America

The Philanthropy Fund of America seeks to support deserving nonprofit organizations by expanding the base of charitable giving in the U.S. Using the skills and experience of our staff, volunteers and Board of Directors, the Philanthropy Fund accepts donations of complex assets, such as real estate. Once we obtain these charitable donations, we seek to identify deserving nonprofit organizations for grant opportunities. By applying a strategy that synthesizes quantitative data and qualitative analysis from the charitable sector's most accomplished leaders, the Philanthropy Fund's staff has identified an index of deserving organizations. The main objectives of the Philanthropy Fund Index are to better inform donors and to reward these organizations that have demonstrated openness in reporting, sustainability, effectiveness and efficacy. For individual donors, the Philanthropy Fund offers the opportunity to direct charitable gifts and support deserving nonprofits with pre-built allocations and accessible research. For more information, please visit www.philanthropyfund.org.