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P R E S S R E L E A S E

Subject: United Ways Charity Foundation is using the United Way name without permission to attract and defraud users.

Situation: Please be advised that an organization identifying itself as the "United Ways Charity Foundation" is not affiliated with or acting on behalf of United Way of America or any other United Way organization.

It appears that this organization is using the United Way name without permission to attract and defraud users. The intent is to lure the user to a website (www.uniteways.org – notice the missing "d" and the added "s") and convince the user to provide access to personal bank account information supposedly for purposes of receiving and transferring charitable contributions.

United Way of America (UWA) has reported this organization to the appropriate federal and state authorities, including the Federal Trade Commission, and demanded that it immediately cease use of the United Way name.

Position: "United Ways Charity Foundation" is not affiliated with the United Way System, and United Way of America is taking action to eliminate the source of confusion. Additionally, any financial transactions performed with this organization are not by or with a United Way organization.

Programs of the United Way of Rockland County, Inc. touch more than 100,000 Rockland residents every year. In 2004, the United Way of Rockland County raised \$885,000 to assist in funding 28 programs with 23 non-profit human service agencies. The only mission of these agencies is to make the community a better place to live by assisting seniors, caring for children and youth, strengthening families, assisting people in crisis, increasing self-sufficiency for people with disabilities, and promoting health and healing. This was accomplished through the United Way fundraising efforts --- a campaign spearheaded by the county's top corporate, retail and agency donors and their employees.

Our mission is to effectively mobilize the caring power of our community to help people improve their lives.