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**FOR IMMEDIATE RELEASE**

**NEW FUNDRAISING PROGRAM AIMS TO HELP SCHOOLS CLOSE BUDGET GAPS**

**40,000 Students Begin Using ArtStamps to Turn Artwork into U.S. Postage to Raise Funds**

**HARTFORD, Conn., Oct. 10, 2006**—ArtStamps™, LLC today announced that approximately 40,000 students recently started utilizing its patent-pending school fundraising process to raise money for school programs by turning art they create into real U.S. postage. ArtStamps is immediately available to schools across the U.S.

Schools across the country continue to use outside fundraising activities to fund school programs affected by ongoing budget cuts.

With ArtStamps, educators and art teachers work with students to create original pieces of art. ArtStamps converts the art into sheets of official U.S. postage people can purchase for school fundraising used to help close budget gaps. Each high-quality sheet includes enough postage for 20 39-cent mailings with the student's first name and age on each.

Immediately available to school and parent teacher organizations across the U.S. at <http://www.myartstamps.com>, ArtStamps is a fun and easy way to fund school programs. In addition to fundraising, ArtStamps will eventually provide regular on-going donations to education.

"ArtStamps leverages the inherent creativity of youth to create a unique and extraordinary fundraising experience designed to support school programs and education," said George A. Castineiras, ArtStamps president and CEO. "Our business model helps raise money for schools, but more importantly, to do it in a way that makes a greater positive impact on kids and education.

Once the student art is completed, ArtStamps manages each order, collects the money, prints and delivers the postage, and sends the raised funds directly to the school organization making the process as easy as possible for everyone. This is important because students and parents don't have to become sales people, money collectors, or distributors—they simply create and enjoy their art in the form of postage.

More than 40,000 students in several regions around the country have started using ArtStamps including those in the Saddleback Valley Unified School District of Mission Viejo (SVUSD), Calif., one of the largest school districts in the state.

"Each year the Saddleback Valley Educational Foundation organizes fundraising events with proceeds specifically targeted for the enhancement of arts and sciences within SVUSD," said Laura Ott, Assistant to the Superintendent. "ArtStamps is a perfect opportunity for students to have fun creating art, and at the same time, actively participate in a District wide foundation fundraiser."

Eventually, ArtStamps plans to give a percentage of its profits to education. "Right now we are focused on giving schools a new easy way to raise funds for their school programs, but our long-term

plan is to build our business to the point where we are giving a significant amount of our profits to support schools and education,” said Castineiras.

### **ArtStamps availability, pricing, and school funding**

Schools, school districts, educators, parents, parent/teacher organizations, and other groups can arrange for ArtStamps fundraising programs immediately by contacting ArtStamps.

Each order consists of a sheet of 20 39-cent mailings and/or 20 note cards. People can purchase an unlimited number of orders. Schools earn \$3.00 for every sheet of postage sold, and \$5.00 for every set of note cards sold. Orders cost \$20 per sheet of postage, and \$25 for a set of 20 note cards. Overall, nearly 55 percent of every sale returns to schools to fund activities and to purchasers in the form of postage.

Repeat orders placed directly with ArtStamps at <http://www.myartstamps.com> within the school year results in on-going funds to the school or organization.

### **About ArtStamps**

Based in Hartford, Connecticut, Art Stamps, LLC is a privately held company that believes in supporting the inherent creativity of youth by allowing them to experience school fundraising in a unique and extraordinary way. Its patent-pending fundraising process provides a way for schools to conduct fundraising that is fun and easy for everyone by converting original student art into U.S. postage and note cards. In addition to fundraising, ArtStamps will provide on-going donations to education through a variety of programs. More information about ArtStamps can be found at <http://www.myartstamps.com> or by calling (877) 4 A STAMP, or (203) 564-1971.

**Note to Editors:** High quality images of students participating in the ArtStamps program are available upon request.

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