



FOR IMMEDIATE RELEASE

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Lady Care Partners with Affinity4 to Raise Funds

Norfolk, VA – March 10, 2006

Affinity4 and Lady Care, Inc. are proud to announce their new partnership.

Lady Care's mission is to enrich, empower and reconcile women across North Africa, the Middle East and the Indian subcontinent by offering limited health care, crisis intervention counsel and teaching. We do this by providing basic health care, education, and crisis intervention to women of the 10/40 throughout their childbearing and reproductive years.

Affinity4 specializes in fundraising support for nonprofit charitable organizations across the United States and Worldwide. As one of the largest affinity-based marketing companies in the nation, **Affinity4 has given over \$75 million dollars to charities and nonprofits worldwide.**

With the **GiveBack Program**, Affinity4 customers can donate to their favorite nonprofit through Affinity4's unique 10% GiveBack Program tied to purchases of **Affinity4's family of services**. Low cost long-distance, Internet access, Sprint Wireless, Motorist Assistance Program, and Travel are just a few of the many services the company offers.

Affinity4's philanthropic mission has included Hurricane Relief as well as supporting the causes of its partners and members. In the past year, Affinity4 has significantly increased the number of nonprofit partners participating in their program.

"We provide donations when customers redirect their purchasing power and generate funds without additional expenditure, often saving money with our attractive prices," says Steve Halliday, president and CEO of Affinity4.

"When an organization partners with Affinity4," says Halliday, "it can increase its charitable funding, without cost, while Affinity4 does all the work."

In addition to providing the above services, the company will soon introduce a host of new products, including Credit card, Merchant VIP card, Health & Dental card, Pharmacy card, Insurance, and Financial services.

Members can log onto www.affinity4.com or call 1-888-311-2521 to sign up and start giving without digging deeper in their pockets.

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