

VONALITY PRESS RELEASE

Giving back to the community while enhancing the relationship between corporate brands and the public are two highlights of Vonality Inc.

The name Vonality Inc. may ring a bell for some people. If not, it soon will as this company is making its presence known not only in the world of online shopping/auctions, but within the non-profit, marketing, and entertainment industries.

Vonality.com and its sister site VIPthrills.com has adapted to the growing opportunity of the online world by creating, managing, and running online auctions, marketplaces and social media campaigns for charities, non profits and great brands.

Vonality has combined the benefits of social media and multifaceted networks to create and manage fan based social commerce campaigns and create new marketplaces. The company establishes creative direction that facilitates corporate brands and entertainment companies to raise money for numerous charities by creating unique marketplace opportunities, where the sale and auctioning off of brand named merchandise and priceless memorabilia are proving to yield great financial results. Successful campaigns include;

- Singapore Airlines, raising \$1.2 Million for charity
- The MasterCard Hockey Auction, raising over \$50 000 for Big Brother Charities
- BMWx5 Hockey Edition Charity Auction, raising \$188 199 for charity
- Celebrity-owned iPhone Auction, raising \$100 000 for Keep the Child Alive Campaign

Recent charity auctions include;

- Idol Gives Back Foundation by American Idol, raising over \$220 000
- Alberta Theatre Project, raising \$17 644. 50
- MEOW Foundation, raising \$23 450.79
- Hot Docs Online Auction, raising \$21 084.28

These are just a handful of the many projects accomplished by this flourishing Toronto based company.

Vonality not only bridges relations between corporations and non-profits with the public, but allows these three parties to create a difference in the communities of those who matter the most.

Vonality believes fundraising will become more challenging and donor fatigue is rising. Charities must look to new ways to raise funds and connect with potential donors and create exciting fan based marketplaces. Helping charities do this is core to Vonality's expertise. Through its cause marketing efforts Vonality launched Thrillanthropy.com a charity fundraising marketplace where its motto is "Buying is Good. Giving is Great™".

Accompanying this phenomenal vision includes tremendous media attention and publicity, the generation of new revenue, and increased awareness of the various services that corporations and organizations have to offer.