

FOR IMMEDIATE RELEASE

Media Contacts:

Joey Leslie, KOMPOLT, 805-786-0150, Ext. 27 or joey@kompolt.com

Erin McGlinchey, National Forest Foundation, 406-542-2805, Ext. 17 or emcglinchey@natlforests.org

Rachel Petersen, StumbleUpon, 415-392-8282 or stumbleupon@outcastpr.com

TIKI BARBER LAUNCHES EARTH DAY CAMPAIGN TO HELP REPLANT OUR NATIONAL FORESTS, SPONSORED BY STUMBLEUPON

Plant a Tree for Free; Become a Free Friend of the Forest;

Bid on the Ultimate Tiki Barber Experience on eBay – Three Ways to Restore Our National Forests

MISSOULA, Montana – April 21, 2008 – Tiki Barber invites you to participate in his Earth Day Campaign – sponsored by StumbleUpon – to help the National Forest Foundation, a nonprofit conservation organization dedicated to America’s National Forests.

“Tiki Barber has great concern for our National Forests and appreciates all that they offer – fresh air, wildlife habitat, drinking water for millions of Americans, amazing recreation opportunities, and wonderful learning experiences for youth,” explains Bill Possiel, president of the National Forest Foundation. “As a member of our Board of Directors, Tiki has made a commitment to caring for our National Forests for the benefit of future generations.”

A retired New York Giants running back legend and media personality, Tiki Barber is also an enthusiast for our National Forests and wants you to be too! There are three ways you can help:

- 1) Bid on the Ultimate Tiki Barber New York Experience Charity Auction on eBay with eBay Giving Works, the dedicated program for charity listings, starting Earth Day, April 22, through May 2, 2008, at www.ebay.com/nationalforestfoundation
- 2) Plant a tree with a single click with StumbleUpon at www.stumbleupon.com/earthday
- 3) Become a free Friend of the Forest at www.becomeafriend.org.

The Ultimate Tiki Barber New York Experience (for the winning bidder and three guests) includes a Friday morning tour of NBC News “TODAY” set and evening tour of the NBC’s “Football Night in America” set, both with Tiki; have lunch with Tiki Barber in the legendary Rainbow Room at the private Rockefeller Center Club; and Tiki’s own premium seats for Sunday’s New York Giants game. The auction is being managed on eBay by Kompolt, a cause marketing agency.

StumbleUpon is thrilled to sponsor tree planting in our National Forests,” says Michael Buhr, general manager of StumbleUpon. “With our ‘Thumbs Up for Trees’ initiative, visitors and members can plant a tree for free simply with the click of the mouse.” Show you care, go to www.stumbleupon.com/earthday by May 2 and give us a thumbs-up. With every thumbs-up, StumbleUpon will plant one tree with the National Forest Foundation*.

The National Forest Foundation engages communities in working together to conserve and enhance our forests. And right now, we face an enormous challenge. With the dramatic increase in severe wildfire, more than 1 million acres of National Forest land are in dire need of restoration and trees planted.

By taking part in Tiki’s campaign to take care of America’s forests, individuals across the nation can help the National Forest Foundation plant thousands of trees – trees that will sequester carbon, generate clean air, provide wildlife habitat and revitalize wild places for all to treasure.

*Please see www.stumbleupon.com/Earthday for full sponsorship terms.

About Kompolt

Since 2002, Kompolt (www.kompolt.com) has designed and executed over 400 high-profile Cause Marketing campaigns. These campaigns, launched globally to large and diverse communities on eBay and social networks like MySpace and Facebook, have built brand awareness and goodwill for over 200 of the world's best known corporations while raising over \$13 Million for charitable causes and non-profits worldwide. By launching campaigns with a broad reach that serve both constituencies, the Kompolt team has attracted millions of viewers and visitors and engaged tens of thousands of consumers in cause-driven transactions.

About National Forest Foundation

The National Forest Foundation is a Congressionally-designated nonprofit organization, dedicated to engaging Americans and communities in the conservation and stewardship of our National Forests and Grasslands, all 193 million acres. To become a Friend of the Forest or to learn more about recreation and volunteer opportunities on our National Forests, visit www.becomeafriend.org.

About StumbleUpon

StumbleUpon (www.stumbleupon.com) discovers Web sites based on your interests, learns what you like, and brings you more. Whether it's a Web site, video, picture, game, blog, or wiki, StumbleUpon helps you find great stuff online. StumbleUpon has received awards from CNET, PC World, Business 2.0, and has been featured in the New York Times, Wall Street Journal, BBC, Wired, and Business 2.0. StumbleUpon was acquired by eBay (NASDAQ:EBAY) in May of 2007 and currently has nearly 5 million users and generates over 10 million stumbles per day.

###