



TechForEducators.com Inks License Agreement with Kids In Need Foundation

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Sausalito, CA (April, 2009) - TechForEducators.com, an online retailer of hardware, software and electronics for education, today announced that it has signed a cause marketing license agreement with the Kids In Need Foundation. Marathon Projects Ltd, the licensing agency for the Kids In Need Foundation negotiated the transaction. This will be the latest partnership agreement under the Kids In Need Foundation cause licensing program. David Smith, Executive Director of the Kids In Need Foundation stated, "Kids In Need is very appreciative that TechForEducators.com is partnering with us in our mission to provide school supplies for children most in need. With this agreement, TechForEducators.com is telling their customers that helping children experience success in the classroom is important to them."

"We believe this is a perfect fit for our company as it exemplifies what we do everyday, 'Serving Teachers. Helping Kids'," said Matt Spergel, President of TechForEducators.com. "We are proud to be able to donate a percentage of our sales to the Kids In Need Foundation so they can provide free school supplies to underprivileged kids."

Craig Kalter, President of Marathon Projects, noted, "The Kids In Need Foundation licensing program provides prospective licensees with a powerful marketing tool. The opportunity to leverage the strong retail network that is behind the Kids In Need Foundation and also support education, consequently helping them increase their sales while at the same time aiding a very important cause."

The Kids In Need Foundation is a national 501(c)(3) charitable organization founded in 1995. The Foundation's mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids in Need National Network of Resource Centers includes 23 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids in Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator's highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit www.kidsinneed.net.

TechForEducators.com is dedicated to significantly improving the performance of educators. TechForEducators.com offers an extensive line of hardware, software, electronic learning aids, microscopes and other teaching materials. Through their partnership with the Kids In Need Foundation, TechForEducators.com is able to provide exceptional value to education: for every \$1 a customer spends on product, \$1.25 worth of free school supplies is provided to students in need. The company carries quality products at competitive prices, all with a money-back guarantee. For more information, visit their website at www.techforeducators.com

Marathon Projects, through licensing, helps reinforce the brand name identities of its clients' trademarks.

