

NEWS RELEASE

FOR IMMEDIATE RELEASE:

August 26, 2004

FOR INFORMATION, CONTACT:

Susan Hyatt – 303-512-0808

888-811-0809

info@hyattinternational.com

Get Credit as a Business for Giving Back to Your Community

DENVER, CO – Susan Hyatt, CEO of Hyatt International, Ltd. announces an exciting new “Seal of Approval” program for businesses called **3% Back to the Community™**. With this program, members give back at least 3% of net revenues annually to nonprofit organization and are licensed to use the **3% Back to the Community™** logo on their website and other marketing materials to let customers know they are buying from a company that gives back to the community. This supports a 2002 Cone/Roper study which found that 8 out of 10 Americans report that they would SWITCH brands/retailers to buy from a company that supports a cause.

Members will also benefit from having their company logo prominently featured at no additional cost on the **3% Back to the Community™** website, promotional materials, brochures and press releases – further recognizing the company’s contributions and commitment to community partnership.

How does this program work? Quite simply, a member company pledges to give at least 3% of their annual net revenues to nonprofits and also report this information to **3% Back to the Community™** annually. For example, if a small business makes \$100,000 net revenues per year, 3% back would be just \$3,000. That doesn’t seem like much in itself, but if 10,000 companies earning \$100,000 or more per year contributed, nonprofits would have *\$30 million more* in resources to improve communities each year!

Each member decides which local, national, or global nonprofit organizations

will receive their 3% support through cash, product, and/or services. Assistance in finding organizations that match Member needs and interests is available from Hyatt International staff.

Companies have experienced significant benefits from charitable giving. A 2000 Council of Foundations Report reported that businesses with good corporate citizenship programs had improved business performance, including improved bottom-line returns, increases in competitive advantage, as well as, enhanced marketing efforts through a more positive image and the ability to charge higher prestige prices. Being socially responsible and giving back should be an integral part of every business' strategy for growth and profitability... become a member today!

Hyatt International, Ltd. specializes in business social responsibility for small and mid-sized companies. Through seminars, tele-classes, consulting and custom services and products we assist business owners in developing strategic partnerships with nonprofits which meet business goals and maximize profitability, while making a difference in communities.

Susan Hyatt, founder and CEO of Hyatt International Ltd. founded the company in 2000 to provide assistance to businesses who want to boost their "triple bottom line" – maximize longer term profitability while using ethical business practices which are friendly to both people and the environment. She has over 15 years experience providing organization development coaching, consulting and training for nonprofit, public and private sector organizations, both domestically and internationally.

For more information or to, contact Susan Hyatt at 303-512-0808 or toll-free at 888-811-0809, or visit the website: <http://www.hyattinternational.com>.

#