

Oaklee's Guide and Mulamu Form Strategic Alliance

(DEERFIELD)—Mulamu Inc., the Chicagoland charity-focused daily deal site announced today that it has entered into a strategic alliance with Oaklee's Guide, Chicagoland's #1 family entertainment guide. Both companies will maintain their identities and operate independently while collaborating to provide enhanced services to their shared key constituencies: Moms, Merchants and Non-Profit Organizations (primarily schools).

The strategic alliance combines the largest and most robust print and web publication resource for busy mothers on the go, with Chicagoland's fastest growing charity-focused daily deal site that maintains revenue sharing partnerships with over 400 non-profit organizations, primarily schools. Each Mulamu purchase transaction allows the buyer to choose which charity or school they want to support. The new Mulamu/Oaklee's Guide alliance will focus on providing a better, more comprehensive experience for its respective user communities who rely on them for unique and interesting deals and discovery experiences for the family. The alliance also lays the foundation for mobile apps and location-based offers e.g. a Mom looking for a deal at a place to eat near the Brookfield Zoo. Or a waterpark near the grandparents house.

"The Oaklee's team has built an exciting and powerful entertainment guide platform that perfectly complements Mulamu's mission to provide family-focused deals," said Mark Hadding, Chief Executive Officer of Mulamu. "Our companies share similar values; we both focus on supporting family activities and have deep relationships with local merchants and non-profit organizations. Together, we are natural partners to offer a compelling family entertainment service to our customers and merchants. And the best thing is that the non-profit organizations we support will get more dollars from our larger, combined network of advertisers and customers.

"Over the last ten years, the Oaklee's Guide has become the The Source and for family-focused entertainment throughout greater Chicagoland. It is a vital tool for busy moms looking for great things to do and see. By joining forces with Mulamu, we can benefit from its social commerce platform, non-profit revenue sharing mission and technology leadership to deliver a more comprehensive entertainment experience that supports schools and youth organizations in the process," said Nancy Stevens, CEO and Founder of Oaklee's Guide. I am confident that with this partnership we'll have the flexibility and resources needed to pursue a goal of building the next-generation of cost conscious family entertainment services

About Oaklee's Guide

Oaklee's Family Guide was started in 1999 by a suburban Chicago mom who wanted to know the activities for kids around town. Today, it is the most popular family entertainment print publication in the marketplace. The tree

mascot, Oaklee, represents the gathering place in the neighborhood where friends go to hear about family events, the latest festival, party place, or special deal. For more information, go to www.oakleesguide.com.

About Mulamu

Mulamu is a unique new fundraising solution for schools and nonprofits that leverages new social media technologies to drive high-return, easy-to-implement fundraisers. Mulamu utilizes social commerce - a "daily deal" platform that features local merchants with compelling offers. Every purchase on the site supports the charity of the buyer's choice. Mulamu is currently working with over 400 local schools and nonprofits including American Cancer Society, Juvenile Diabetes Research Foundation and American Red Cross. To learn more, please visit www.mulamu.com.