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Our Community, Our Commitment – Guidance Brings Holiday Cheer to SoCal-based Charities

The Company Donates to Three Local Charities, Including the Santa Monica Boys & Girls Club

MARINA DEL REY, Calif. - December 15th, 2009 – Building up on its commitment to support local initiatives that help improve the communities they serve, eCommerce and Web development firm Guidance (www.guidance.com) is making this holiday season a brighter one for three Southern California-based charities. This year's helped organizations include the Santa Monica Boys & Girls Club (www.smbgc.org), the Venice Church & Homeless Shelter and TOMS Shoes (www.toms.com).



The Santa Monica Boys & Girls Club (SMBGC) received an undisclosed donation from Guidance which, according to a company spokesperson, equated to the printing and mailing costs of holiday cards. Guidance opted to send digital cards instead of printed cards to its clients – an initiative the company started in 2008 as part of their environmental program, Guidance Green (www.guidancegreen.org).

Also for the second year in a row, Guidance collected gently-used items throughout the months of November and December to donate to the Venice Church & Homeless Shelter, giving away clothes, shoes and toys to dozens of shelter residents while keeping these still-useful items from ending up prematurely at a local landfill. This initiative was also spearheaded by the company's green committee as a way to incentivize employees and SoCal neighbors to find other uses to items they would have otherwise discarded.

In addition to these initiatives, Guidance clients received 100-percent organic cotton shirts from TOMS Shoes, a Santa Monica, Calif.-based online retailer that, for every pair of shoes or shirt purchased through their Web site, TOMS.com, sends a pair of new shoes to a child in need. Since the beginning of TOMS Shoes in late 2006, the organization has provided over 150,000 shoes to children in need around the world.

“At Guidance, our employees believe in and practice core values of integrity, respect, commitment, and teamwork among each other,” said Jason Meugniot, CEO of Guidance. “We wanted to extend these values to impact the greater community, and are grateful to these organizations for giving us an opportunity to help.” Meugniot also serves as the President of the SMBGC's Auction Council which oversees the organization's largest event, their Annual Dinner Auction & Raffle.

As a community partner, Guidance extends its support to local schools, children's groups, charitable foundations and environmental organizations. The company encourages local volunteerism and in the past has worked with the Red



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Cross, Heal the Bay, and the United Negro College Fund along with long-time Guidance client Foot Locker Inc., among others.

To learn more about Guidance, visit www.guidance.com.

About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, Magento, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

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