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Guidance Launches New Site for the Boys & Girls Clubs of Santa Monica

New Site Helps Support the Organization's Mission and Outreach Efforts

MARINA DEL REY, Calif. - November 2nd, 2010 - Guidance (www.guidance.com) which helps create captivating and engaging online experiences, announced today the launch of the new site for the Boys & Girls Clubs of Santa Monica (SMBGC). The site is now available at <http://www.smbgc.org>.

Guidance provided SMBGC with Web development services and technical design and counsel, as well as ongoing virtual hosting and eMarketing support. All services are being provided pro-bono to the Boys & Girls Clubs of Santa Monica.

The new site will support SMBGC's mission by improving donor communication, facilitating the development of new business partnerships, supporting outreach through social networks, and providing a better understanding of what the Club is about and what its day-to-day activities are.

"Our experience working with Guidance was amazing", said Aaron Young, President and CEO of the Boys & Girls Clubs of Santa Monica. "We had multiple companies collaborating for this project and Guidance was able to work with all of them and offer best-in-class services with utmost professionalism, creativity and focus," added Young.

Guidance CEO, Jason Meugniot, was a member of the SMBGC growing up. Today, he serves on the Board of Governors and as the Auction Council President, which oversees the organization's largest event, their Annual Dinner Auction & Raffle. "It gives me great satisfaction to be able to give back to the Boys & Girls Clubs of Santa Monica, along with my colleagues, old friends and former alumni," said Meugniot. "Guidance is extremely proud to have been involved in this project and we look forward to supporting the Club for years to come."



*Boys & Girls Clubs of Santa Monica website
www.smbgc.org*



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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 Cross, Heal the Bay, the Rape Treatment Center and the United Negro College Fund along with long-time Guidance client Foot Locker Inc., among other organizations.

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.

About the Boys & Girls Clubs of Santa Monica

Founded in 1944, Boys & Girls Clubs of Santa Monica currently serves approximately 7,000 youth through memberships and community outreach. They come from all over Los Angeles County, largely from Santa Monica, Venice, West Los Angeles and Inglewood. Members pay a \$20 annual fee for access to all Club amenities and programs that span across education, leadership, recreation and more.

Boys & Girls Clubs of Santa Monica operates with the objective of serving children from all backgrounds, regardless of economic circumstances – ensuring that youth ages 7 to 18 have a safe and nurturing environment to develop socially, succeed in school, stay physically active and prepare for positive futures. To learn more, please visit www.smbgc.org.

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