



FOR IMMEDIATE RELEASE

People-Powered Green Machine Funding the Front Lines

San Diego, California, USA – February 1, 2008 – Today, nonprofit green machine, *One Buck for the Planet*, announced the launch of its new social networking site (onebuckfortheplanet.org) and “Ripple Software.” Accepting donations of only one dollar (US\$1) per member, the organization supports a select group of front line environmental organizations, and is the first to make saving the planet truly viral, easy, and affordable for all.

Says founder, Curtis Baffico, “*One Buck for the Planet* is an amazing way for people to show how green they really are. I’m challenging everyone I know to challenge everyone they know—to literally show how much their world is worth. Money, time, and not knowing how to help are three of the biggest reasons people don’t give back. *One Buck for the Planet* provides solutions to all of these.”

Green individuals and businesses who visit the site can “join” the organization by donating one dollar to an environmental cause of their choice; “grow” their personal giving network (a.k.a. their “ripple”) by telling everyone they know; and “see” the dollars they raise multiply in real-time via *One Buck for the Planet*’s proprietary Ripple Software.

One Buck for the Planet’s green, viral concept supports a handpicked group of the world’s most reputable planetary caretakers, allowing members to donate to the earth-friendly organization and cause of their choice. Well-established names like *Surfrider Foundation*, *The Nature Conservancy*, and *The Sierra Club* are just a few of the environmental icons that can be found by clicking on the Web site’s easy-to-find “Causes” tab.

About One Buck for the Planet

One Buck for the Planet is a nonprofit organization based in San Diego, California, USA. With a passion for making giving easy, cheap, and fun, *One Buck for the Planet* has built a unique and innovative tool allowing individuals and businesses to grow massive dollars for their favorite environmental causes. Instead of pricey annual memberships or time-consuming volunteer commitments, *One Buck for the Planet* asks each member for just one U.S. dollar and to invite their friends and family to join their “ripple” (a.k.a., their personal giving network). Dollars raised are used to support a handpicked group of environmental movers and shakers, all with proven track records. With a dream of uniting one billion people to give back to the environment (Billion Human Quest), founder Curtis Baffico created a unique Ripple Software platform, allowing members to evangelize onebuckfortheplanet.org, track their very own ripple, and take ownership of the positive difference they make.

Contact:

Curtis Baffico

URL: www.onebuckfortheplanet.org

Email: press1318@onebuckfortheplanet.org [for this press release only]

USA Phone: 858.568.1336