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Dun & Bradstreet Credibility Corp. Challenges Businesses and the Community to Match \$100,000 Donation to Santa Monica-Malibu Education Foundation

Malibu-based Company's Innovative EdAhead Initiative will Support the "Vision for Student Success" Program through Matching Grant

Malibu, CA (November 4, 2014) –Dun & Bradstreet Credibility Corp. today announced that it is challenging the Santa Monica and Malibu communities to raise funds to match its \$100,000 contribution to the Santa Monica-Malibu Education Foundation (SMMEF). The gift will support the Santa Monica-Malibu Unified School District's *Vision for Student Success* program.

This marks the second year that Dun & Bradstreet Credibility has made the Santa Monica-Malibu Unified School District a beneficiary of its EdAhead program, which was established to support education initiatives in the communities where Dun & Bradstreet Credibility's offices are located. EdAhead is the nation's first education savings initiative with a multiple match. The company first matches employees' contributions to their 529 college education plans, up to a set amount each year, adding the match to each employee's account on an annual basis. Employee-matched contributions then activate a second match, with the aggregate per office match amount donated to the local public school system where that office operates.

To date, Dun & Bradstreet Credibility has donated \$245,000 to schools in North Carolina, New Jersey, Arizona and California communities. The commitment to California will benefit all the public schools in the Santa Monica-Malibu Unified School District, which is the home district for the company's headquarters in Malibu.

"We are honored to do our part to support local public schools with our EdAhead donations," said Jeff Stibel, Chairman and CEO of Dun & Bradstreet Credibility Corp. "It is time for all businesses and individuals to do their part to support our children, and we are excited to launch this \$100,000 matching gift to the community at large."

The Santa Monica-Malibu Education Foundation will soon begin to raise funds to match Dun & Bradstreet Credibility's donation. The Foundation's fundraising for the match will continue through the end of December.

"We are so grateful for Dun & Bradstreet Credibility's generous gift to the Education Foundation to support the Santa Monica-Malibu Unified School District's *Vision for Student Success* program," said Linda Greenberg Gross, Executive Director of the Santa Monica-Malibu Education Foundation. "It is one of the largest donations this year and will make a tremendous impact for students across the district and we thank Dun & Bradstreet Credibility for its leadership on behalf of public education in our community."

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In addition to the matching gift, funds will be made available by Dun & Bradstreet Credibility for a high school student internship program during the summer of 2015. In 2014, seven high school students received paid internships and were collectively given over \$30,000 in scholarships to use towards college by Dun & Bradstreet Credibility Corp.

About EdAhead

EdAhead is the first education savings plan with a multiple match. Employee contributions activate a match by company dollars as well as a donation to local public schools. EdAhead is sparked by the power of personal action, gains momentum through the company's shared commitment and multiplies the benefit in communities close to our homes. EdAhead is an initiative introduced by Dun & Bradstreet Credibility. Dun & Bradstreet Credibility's EdAhead plan is being administered by Putnam 529 for AmericaSM. For more information on the EdAhead plan or to find out how your company can offer an EdAhead program for your employees, visit www.EdAhead.org.

About Dun & Bradstreet Credibility Corp.

Dun & Bradstreet Credibility Corp. is the leading provider of credit building and credibility solutions for businesses. The company helps businesses establish their credit with a D&B D-U-N-S[®] Number and provides the only business credit solution available to companies looking to build, monitor, and impact their business credit and credibility. The company's headquarters are in Los Angeles, CA with offices throughout the United States. For more information on the company, please visit www.DandB.com.

About the Santa Monica-Malibu Education Foundation

Established in 1982 in response to devastating federal and state education budget cuts, the Santa Monica-Malibu Education Foundation (SMMEF) was organized by a dedicated group of parents, community leaders, and local business owners to enhance and supplement the curriculum of the Santa Monica-Malibu Unified School District. SMMEF's mission is to engage the community to invest in a vibrant educational experience for all students in the Santa Monica and Malibu public schools. To learn more about the Education Foundation and SMMUSD's Vision for Student Success, visit www.smmef.org, follow on Twitter: @smmef or like us on Facebook: www.facebook.com/smmef.

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