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SOPHIST CEO REED BAKER TO SPEAK AT UNITED JEWISH COMMUNITIES' GENERAL ASSEMBLY

Mobile Fundraising Talk Precedes Obama Chief of Staff Rahm Emanuel Keynote at D.C. Summit of Jewish Philanthropists

New York, New York, November 9, 2009 – Sophist Productions CEO and Text-to-Pledge™ pioneer Reed Baker is scheduled to speak on a panel discussing the “implications of the communication revolution” on fundraising at the upcoming UJC General Assembly (www.ujc.org/ga) on November 10th in Washington D.C. The work shop takes place from 8AM to 9:30AM and will give way to the closing plenary, with a keynote speech by White House Chief of Staff Rahm Emanuel. President Barack Obama was originally scheduled to speak at the GA, however, due to the tragedy at Fort Hood, the President will instead attend a memorial service in Texas on Tuesday morning.

Sophist Productions' Text-to-Pledge™ + Universal Live program for Generosity 2009, an annual fundraiser for UJA-Federation of New York and their Emerging Leaders & Philanthropists (ELP) prompted UJA-Federation's ELP to submit Mr. Baker for a speaker role at the General Assembly. Text-to-Pledge™ + Universal Live allowed for both physical and virtual event attendees to use SMS as a way to pledge support to UJA-Federation, as well as place a “fingerprint” on Generosity whether or not they could attend the affair. At the UJC General Assembly, Baker will discuss Sophist's work for UJA-Federation and ELP, Text-to-Pledge™ in general, and the various mobile fundraising applications available to Non Profit Organizations heading into 2010.

Mr. Baker credits the Sophist/ELP relationship with furthering the advancement of Text-to-Pledge™ and mobile fundraising for special events saying: “For two years running, Michelle Waranch and Rebekah Klipper of UJA-Federation have treated Sophist as a partner, allowing us to experiment with bleeding-edge entertainment and novel fundraising programs at their signature Generosity event. The results have been extraordinary for both parties, as we have created an avenue for them to generate spontaneous donations from their constituency via text message, and they have, in turn, championed our work amongst Jewish causes as well as the Non Profit community on a national scale.”

Rebekah Klipper of UJA-Federation says, “Working with Sophist has allowed us to take our event to the next level by tapping directly into our market, using a fundraising technique our constituents are comfortable with. Texting a pledge is not only fun, but it provides an additional level of interaction at our event. The Universal Live program has taken things beyond the room, bridging a gap between participants and parents without stepping on toes.”

Sophist uses a fusion of sponsor activation, digital signage, and interactive on-screen text messaging capabilities in order to create Text-to-Pledge™, which allows event attendees to donate any amount to charity via their personal handheld device and the SMS feature. Sophist guarantees a return on investment for qualifying Non Profit clientele who integrate Text-to-Pledge™ into their major galas and receptions, offering numerous risk-free pricing options in order to facilitate a charity's ability to experiment with the new fundraising methodology. Text-to-Pledge™ has been deployed successfully in more than a dozen major US cities, raising upwards of \$2.75 Million since its 2007 inception, making Sophist the top mobile fundraiser in the United States.

For more information on the United Jewish Communities' General Assembly visit www.ujc.org/ga, for more on UJA-Federation of New York and the Emerging Leaders & Philanthropists group visit www.emerge.ujafedny.org and for content on Text-to-Pledge™ visit www.texttopledge.com

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