

FOR IMMEDIATE RELEASE

March 12, 2014

Place2Give releases API to its charity search engine

Companies can now access data in Place2Give's database through new API

North America's most comprehensive charity search engine, Place2Give, announces the release of our GIVE-API (Application Programming Interface). The GIVE-API provides critical access to information on the 1.5Million+ North American charities that Place2Give has gathered data on, as well as access to the foundation's payment gateway.

An API is a set of protocols, routines and tools for building applications, and are like building blocks for developers that allow one website to talk to another. Platforms like Place2Give provide the building blocks on charity sector data for developers to use for their own systems.

"Our clients use the Place2Give GIVE-API to build-out unique charity products for a variety of their stakeholders. Examples of this include personalized giving pages for employees, special occasions or in memoriam tribute pages. Also charities themselves use GIVE for their own special campaigns" says Gena Rotstein, Place2Give's CEO. "We can also create customized APIs for organizations and companies that need tailored solutions. A few examples include the ability to use our charity sector data for online banking, ATM, and POS donation processing."

Place2Give customers can select from the following method calls on the GIVE-API to suit their needs:

- **Search Charities:** the ability to search all charities Place2Give has data on and segment this data as needed
- **Get Charity Details:** provides the details on a specific charity
- **Get Financial Details:** receive the financial details for a specific charity
- **Get Charity Files:** provides charity files for a specific charity
- **Get Charity Projects:** provides project information for a charity
- **Get Charity Salaries:** provides salary information for a charity

One of Place2Give's current API customers is FuneralTech, who uses the charity sector data for their own business, creating even more value for their customers. "By using the GIVE-API to connect to our funeral home clients' tribute pages, families of the deceased can select their preferred charity from over 1.5 million registered charities in North America" says Jon Clare, CEO of FuneralTech. "This means visitors can now donate to the families' preferred charity by credit card. Funeral directors don't have to worry about collecting the donations at the service and ensuring they all get to the proper charity. They can focus helping people at the service."

For more information on the Place2Give API, or the pricing and licensing of our data, please contact us directly at sales@place2give.com.

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For more information about Place2Give, to inquire about investing in the company or to sign-up for a free account visit www.place2give.com.

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Notes to Editors:

Dexterity Ventures Inc.

Place2Give was developed by Dexterity Ventures Inc. Dexterity Ventures Inc. focuses on creating leading edge technologies that support the philanthropic and social visions of individuals, families and businesses supporting North America's charitable sector. Dexterity Ventures operates Dexterity Consulting, Canada's first philanthropic brokerage firm, and Place2Give.

Place2Give is a donor-centered charity search engine. It provides donors with the tools they need to search, evaluate and give to Canadian and American charities that align with their passions. Place2Give is tackling a number of goals: to integrate big data for the North American charitable sector using our algorithms and prescriptive data analysis; to provide a valued resource for donor decision making; to improve financial advisors' workflow pertaining to their clients' philanthropic investments; to help charities articulate their Key Performance Indicators; and to provide third parties aggregated data on the charitable sector.