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NEWS

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FOR IMMEDIATE RELEASE

Red Frog lends to entrepreneurs in the developing world

LARGO, Fla. (July 24, 2008) - Red Frog announces donations of 1% gross revenues to hard-working entrepreneurs hoping to create a sustainable livelihood through Kiva.

Kiva is the world's first person-to-person micro-lending website, empowering individuals to lend directly to unique entrepreneurs in the developing world. Kiva's mission is to connect people through lending for the sake of alleviating poverty.

“We strongly believe that any small business should be given the opportunity to grow. We are proud to be a part of such an amazing organization that really has the power to make a difference.” says Jenn Greacen Director at Red Frog.

About Kiva

Kiva www.kiva.org lets you lend to a specific entrepreneur in the developing world – empowering them to lift themselves out of poverty. Choose an entrepreneur. Lend as little as \$25 and receive updates as the business succeeds. All they need is a small loan.

About Red Frog

Red Frog www.getyourfrogon.com is a full service marketing, advertising and public relations firm specializing in paring traditional marketing structures with technology and non-traditional techniques.

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