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COMMONKINDNESS AND CABOT CREAMERY COOPERATIVE LAUNCH "COMMUNITY CELEBRITY AWARD" CONTEST TO HONOR COMMUNITY HEROES

Winners Will Receive Free Caribbean Cruise on Celebrity Cruises

Big Indian, NY, October 8, 2009 — CommonKindness.com today announced the launch of the "**Community Celebrity Award**" contest in partnership with Cabot Creamery Cooperative, the family-farmer-owned producer of the cheddar cheese voted "World's Best", and Celebrity Cruises.

Nominate your favorite '**community celebrity**' now at www.CommonKindness.com to enter them to win an all-expense-paid 6-day, 5-night cruise in the western Caribbean!

The contest is designed to honor REAL celebrities we encounter in everyday life who have improved their communities with little thought of personal recognition. The reward for these special people usually resides in the good work they do, not in the recognition they receive. However, we would like these shining stars to take a bow and be applauded for their selfless service!

The contest will award seven individuals with a 5-night cruise package, including airfare for themselves and one-guest, onboard a Celebrity Cruise ship courtesy of Cabot and CommonKindness. Valued at approximately \$3,244, the cruise is scheduled for January 2010. Nominations are currently being accepted at CommonKindness.com through 11:59 pm October 31st, 2009. The winners will be announced on November 12th, 2009.

"CommonKindness is committed to helping people make a difference in their communities and the world, and we are thrilled to partner with Cabot Creamery Cooperative and Celebrity Cruises to offer the opportunity for communities to nominate and honor these 'everyday heroes', who passionately set such a shining example," said Calandra Cruickshank, president of CommonKindness.

CommonKindness.com is a new, free Web site that leverages online coupons (to create an innovative and socially responsible "economic stimulus plan") to help people save money while stimulating business sales and generating sustainable funds for non-profit organizations. The overall theme of CommonKindness is, "You Save and We Give For You!"

CommonKindness offers consumers thousands of national and local coupons and brand discounts. People can save an average of \$1,300 a year with CommonKindness. Each time a person prints a coupon with www.CommonKindness.com, funds are generated from advertising fees paid by the companies posting their coupons. CommonKindness shares 60 percent of its profits or 20% of revenue, whichever is greater, with the charities and causes coupon clippers select from more than one million non-profits listed on the site.

Founded in August 2009, www.CommonKindness.com is majority women-owned and run. It is comprised of a board of 'kindness-oriented' executives and philanthropists seeking a socially responsible company to support. The company's founding chairman is Andrew McGovern Martin, who was also founding chairman of several successful businesses and non-profit organizations, including SmartFood, Inc. and Annie's Homegrown.

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