

PRESS RELEASE



For Immediate Release

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Young Philanthropists launch organization with sponsorships from Forest Foundation, S.B.E. Entertainment and Heeb

Foundation and Sam Nazarian's S.B.E. pledge \$10,000 minimum; Selection of April/ May Issue's Heeb 100 to be exhibited at Society's debut event on May 14

LOS ANGELES, March 31, 2005 – The Society of Young Philanthropists announces platinum sponsorships from the Forest Foundation and Sam Nazarian's S.B.E. Entertainment Group, and a media sponsorship from Heeb Magazine.

The Forest Foundation has pledged a minimum of \$10,000, including an allocation of \$10 an hour to volunteers for their service to SYP. The Foundation strives to improve the social condition of the world at the community level by empowering college students with competitive wages and professional training that will foster a lifelong commitment to the betterment of society. This is the Foundation's first program in Los Angeles; they have 25 in Santa Barbara, 13 in Berkeley, and 1 in New York.

SBE Entertainment Group (SBE), best known for the growing prowess of its young C.E.O. Sam Nazarian, has donated \$10,000 to the organization as well as raffle items for their first event, including dinner and sake for four at Yu in Santa Monica, and a table and bottle service for six people at Shelter on a Friday night.

SBE is a privately held acquisition, management and development company with expanding areas of interest in real estate, hospitality, restaurants and independent film production. SBE has yielded some of LA's trendiest hang-outs, including Hollywood hot spots Shelter and Prey, and the recently acquired Miami Ritz Plaza.

Heeb Magazine, a young Jewish pop-culture outlet, is a media sponsor of SYP's first charity fundraiser gala on May 14th. A selection of the best photographic portraits taken from the definitive "Heeb 100", a spread of 100 influential young Jews published in the April/ May Issue, will be on display and the honored group is invited to the event. The list includes Hasidic reggae artist Matisyahu and O.C. star Adam Brody. Proceeds from ticket sales for the event, held on Israel's Independence Day, will go to Jewish causes.

Heeb, a trend-setting Jewish quarterly title, offers a satirical take on arts, entertainment and politics. Enjoying a growing readership of over 100,000, Heeb was recently named one of America's best magazines. For more information, visit www.heebmagazine.com.

The Society of Young Philanthropists is a non-profit, public benefit organization. It is a platform designed to raise awareness, and promote charitable causes among young professionals through social events. SYP aims to instill the next generation of professionals with a sense of commitment to philanthropy. SYP provides opportunities for eager young philanthropists to involve themselves by supplying their business, financial, social or educational resources. Events will mutually benefit members by integrating them into a network intended to facilitate common philanthropic and professional interests.

For more information or to make a donation, visit www.philanthropysociety.org. For more information on the Forest Foundation, visit www.theforestfoundation.net.