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The Committee Encouraging Corporate Philanthropy Celebrates International Corporate Philanthropy Day at the NYSE

Corporate Giving Executives Ring The Opening BellSM

Media Interview Opportunities Available

EVENT:

Executives and guests of the Committee Encouraging Corporate Philanthropy (CECP) will visit the New York Stock Exchange on Mon., Feb. 28 and ring The Opening Bell to celebrate International Corporate Philanthropy Day (ICPD), an international advocacy day, now in its 8th year, which mobilizes the business community to share best practices, develop partnerships, and engage with employees and other stakeholders for more strategic and effective societal investments. U.S. President Barack Obama has sent a letter of support to business leaders in recognition of ICPD. CECP, an international forum of business executives focused on corporate philanthropy, is proud to lead this global initiative by hosting a series of executive-level events, highlighted by CECP's Board of Boards CEO Conference with over 70 leading global CEOs gathering at The McGraw-Hill Companies and a special event at the United Nations focusing on opportunities to advance Millennium Development Goal 2, achieving Universal Primary Education.

The following NYSE -listed companies, among many others, will participate in the celebration: Alcoa Inc. (NYSE:AA), Bank of America Corporation (NYSE: BAC), Campbell Soup Co. (NYSE: CPB), Duke Energy Corp. (NYSE: DUK); Goldman Sachs Group Inc. (NYSE: GS); PepsiCo Inc. (PEP), Verizon Communications Inc. (NYSE: VZ), and Western Union Co. (NYSE: WU).

To mark ICPD, CECP will ring The Opening Bell with senior corporate contributions professionals including:

- LaMae Allen deJongh, Managing Director, U.S. Human Capital & Diversity, **Accenture**
- Paula Davis, President, Alcoa Foundation, **Alcoa Inc.**
- Kerry H. Sullivan, President, Bank of America Charitable Foundation, **Bank of America Corporation**
- Dave Stangis, Vice President, Corporate Social Responsibility and Sustainability, **Campbell Soup Company**
- Alison Rose, Manager, Standards and Measurement, **Committee Encouraging Corporate Philanthropy (CECP)**
- Annette Nijs, Executive Director, **China-Europe International Business School**
- Evan Hochberg, National Director, Community Involvement, **Deloitte Services LP**

- Alisa McDonald, VP, Duke Energy Foundation and Community Affairs, **Duke Energy Corporation**
- Anne H. Black, Vice President, Office of Corporate Engagement, **The Goldman Sachs Group, Inc.**
- Jacqueline Millan, Director, Corporate Contributions, **PepsiCo**
- Rose Kirk, President, Verizon Foundation, **Verizon Communications Inc.**
- Luella Chavez D'Angelo, President, Western Union Foundation, **The Western Union Company**

ABOUT THE COMMITTEE ENCOURAGING CORPORATE PHILANTHROPY (CECP)

The Committee Encouraging Corporate Philanthropy (CECP) is the only international forum of business leaders focused on increasing the level and quality of corporate philanthropy. Co-founded by actor-philanthropist Paul Newman in 1999, CECP's membership includes more than 180 global CEOs and chairpersons of companies that collectively account for more than 40% of reported corporate giving in the United States. For more information, visit CorporatePhilanthropy.org.

WHEN/WHERE:

Monday, February 28, 2011 – NYSE – Security Checkpoint at Exchange & Broad Streets

9:00 a.m. Media arrives for bell ringing

9:30 a.m. The Opening Bell rings

CONTACT:

Media interested in covering the bell ringing **MUST** contact **Annmarie Gioia** at 212.656.5437 or email agioia@nyx.com in order to obtain entry to the ceremony outside.

PHOTO/VIDEO:

Photos available via Associated Press/New York (212.621.1902), Reuters America (646.223.6285) and Bloomberg Photo (212.617.3420). The Opening BellSM (starting at 9:25a.m.) and The Closing Bell[®] (starting at 3:55 p.m.) feeds are available via Ascent loop #4009. Those seeking footage via The Switch, please contact NYSE Broadcast at 212.656.5483.

IMPORTANT NOTE TO MEDIA ENTERING THE NYSE:

The use of wireless equipment/gear/microphones is not permitted inside the NYSE due to interference with NYSE broadcasting frequencies. When necessary, wired mics should be utilized.

SOCIAL MEDIA:

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WEBCAST:

A live webcast of The Opening Bell (beginning at 9:29 a.m.) will be available on the homepage of nyse.com.