

## FOR IMMEDIATE RELEASE

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## MACY'S TERRY LUNDGREN, PNC'S JAMES ROHR, AND SALESFORCE.COM'S MARC BENIOFF JOIN CECP'S BOARD OF DIRECTORS

NEW YORK, NY, May 15, 2008 — The **Committee Encouraging Corporate Philanthropy (CECP)**, a global forum of business CEOs and Chairpersons focused exclusively on corporate philanthropy, welcomes three new leaders to its distinguished board of directors – **Terry J. Lundgren**, Chairman, President and Chief Executive Officer of Macy's Inc., **James E. Rohr**, Chairman and Chief Executive Officer of The PNC Financial Services Group, Inc., and **Marc Benioff**, Chairman and Chief Executive Officer of salesforce.com, inc.

Macy's, Inc. (NYSE: M), with corporate offices in Cincinnati and New York, is one of the nation's premier retailers, operating more than 850 department stores in 45 states, the District of Columbia, Guam and Puerto Rico under the names of Macy's and Bloomingdale's. The Macy's Foundation and the company contributed more than \$35.7 million to community partners in 2007. When employee and customer donations are included for cause-related events and activities through Macy's Inc., the company generated more than \$78 million for worthwhile causes in 2007. Mr. Lundgren is a chief advocate of this effort, overseeing gifts that are largely directed to the company's core giving areas of arts and culture, education, HIV/AIDS awareness and research, minority issues and women's issues.

The PNC Financial Services Group, Inc. (NYSE: PNC) is one of the nation's largest diversified financial services organizations. The PNC Foundation actively supports organizations that provide services for early childhood education and community and economic development. PNC champions school readiness through *PNC Grow Up Great*, a 10-year, \$100 million dollar investment to prepare young children for success in school and life. With its 40+ Green Branch® locations, PNC has more certified, environmentally friendly buildings than any other company on earth. In 2008, Mr. Rohr, on behalf of PNC, received CECP's Excellence in Corporate Philanthropy Award, honoring his personal leadership, as well as the company's commitment to innovation, measurement, and partnerships in corporate giving.

Salesforce.com (NYSE: CRM) is the worldwide leader in Software-as-a-Service and Platform-as-a-Service, delivering business solutions to more than 41,000 companies around the world. Through its unique 1/1/1 integrated corporate philanthropy model [www.sharethemodel.org](http://www.sharethemodel.org) - 1% employee time, 1% equity, 1% product - the company uses its resources, people, technology, and relationships to improve the communities in which it does business and increase the effectiveness of nonprofit organizations using its solutions. Mr. Benioff helped establish the Salesforce.com Foundation just months after salesforce.com was founded in 1999. Mr. Benioff is a vocal leader in corporate

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philanthropy, actively encouraging business partners to embrace a similar giving strategy. He has authored two important books on corporate community investment, the most recent titled, “The Business of Changing the World.” In 2007, Salesforce won CECP’s Excellence in Corporate Philanthropy Award for the small company category.

“CECP is proud to welcome these esteemed executives to our board of directors,” said Harold McGraw III, Chairman, President and Chief Executive Officer of The McGraw-Hill Companies and Chairman of CECP. “It is through exemplary CEO leadership that corporate philanthropy has evolved into a holistic, strategic element of successful business strategy. Our entire board, including our newest distinguished members, has demonstrated outstanding leadership and a strong commitment to community giving.”

According to CECP’s Executive Director Charles Moore, “We are honored to have Terry Lundgren, Jim Rohr, and Marc Benioff join our prestigious board of directors. These active and engaged leaders are paving the way for other executives to better understand the business and social value of corporate community investments.” Moore added, “CECP’s membership of 175 CEOs and chairpersons is a testament to the corporate community’s commitment to strategic philanthropy.”

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### ABOUT CECP

The COMMITTEE ENCOURAGING CORPORATE PHILANTHROPY

[[www.CorporatePhilanthropy.org](http://www.CorporatePhilanthropy.org)] is the only international network of corporate leaders actively working to affect positive change through corporate philanthropy. Its mission is to lead the business community in raising the level and quality of corporate philanthropy. CECP’s 175 members include CEOs and chairpersons of the world’s largest and most well-regarded corporations from a diverse and broad range of industry sectors.

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