



Retail Orphan Initiative
Helping Vulnerable Children Worldwide



The Giving Back Fund
INTEGRITY AND INNOVATION IN PHILANTHROPY

FOR IMMEDIATE RELEASE

Due Maternity Goes Live with Retail Orphan Initiative's "Big Changes for Small Change" Donation Campaign

Due Maternity is first retailer to sponsor RetailROI donation campaign

NASHVILLE – Dec. 1, 2010 – RetailROI, the Retail Orphan Initiative, today announced Due Maternity has gone live with the yearlong "Big Changes for Small Change" campaign, allowing consumers to round up the dollar amount of their purchase as a donation to RetailROI when checking out.

Due Maternity worked with Don Cole from YourStoreWizards.com, a developer for Yahoo e-commerce, to incorporate RetailROI in the Due Maternity storefront. Though Due Maternity is the first retailer to implement the program, YourStoreWizards.com is offering the feature to all 40,000 Yahoo e-commerce storefronts as a means to support RetailROI. Storeowners may install the feature at <http://www.yourstorewizards.com/retail-roi.html>.

"Due Maternity is committed to the mission of RetailROI, and we have the ideal customer base to offer them our support," said Albert DiPadova, vice president, Due Maternity. "We understand how busy and chaotic life can be for new moms and the "Big Changes for Small Change" program is an easy way for moms to continue giving back and making a difference in the lives of others without losing precious moments with their own child."

"Through the generous efforts of retailers such as Due Maternity, shoppers can support RetailROI in helping the millions of orphaned and vulnerable children around the world," said Greg Buzek, donor trustee for the Retail Orphan Initiative. "Every little bit helps, and with continued support from the retail community, RetailROI can continue giving to the deserving organizations who are on the frontlines caring for these children."

About Due Maternity

DueMaternity.com's elegant online boutique welcomes expectant mothers with the warmth of an intimate retail store while delivering the privacy and convenience of online shopping. DueMaternity.com offers personalized, attentive service, making it easy and convenient for expectant and new moms to get the fashionable, functional items they need and want.

DueMaternity.com features one of the largest selections of trend-setting maternity fashions online. In 2010, DueMaternity.com, in partnership with its sister site TheFirstYears.com, expanded its offerings to include quality, fashionable baby products, further fulfilling the founding mission of making the whole pregnancy and new mom experience one of beauty, style and bliss. For more information visit www.duematernity.com.

About RetailROI

RetailROI is a charitable foundation under the umbrella of the Giving Back Fund, established to help the 400 million orphaned and vulnerable children worldwide; RetailROI provides grants to charities that provide hands-on efforts in the following areas:

- Orphan Care (food, shelter, medical, clothing, education)
- Foster Care support organizations
- Adoption support organizations
- Grants and zero-interest loans for adoption
- Child rescue from human trafficking
- Life skills training for orphaned and vulnerable children

For more information, contact us at info@retailROI.org, 1.615.591.2955 or visit www.retailroi.org.
For media interviews, please contact Jeff Ketner, Ketner Group at jeff@ketnergroup.com or 512-794-8876.

###