

for immediate release



Guidance Hosts the Boys and Girls Clubs of Santa Monica for a Day of Leadership

MARINA DEL REY, Calif. – August 24th, 2006 – As part of its commitment to its community, Guidance hosted 14 teenagers from the local Boys & Girls Clubs of Santa Monica for a day of leadership on August 24. The teens spent the morning shadowing Guidance executives and managers, attending meetings, conference calls and presentations. They collaborated on real world projects with Guidance's team and shared their project achievements over "double doubles" from IN-&-OUT BURGER. The latter half of the day was dedicated to one-on-one conversations between the teens and former members of the Boys & Girls Club, including Guidance CEO, Jason Meugniot.

The club offers a variety of programs including, arts, athletics, education, leadership development, career preparation, social recreation, and technology. The programs are designed to help members develop socially, succeed in school, stay physically active and prepare for positive futures.

In demonstration of its core values, specifically "teamwork and open communication", Guidance has identified "leadership" as an area in which teens can benefit from special encouragement and support. Together with the Boys & Girls Clubs of Santa Monica, Guidance plans on continuing to work with teenagers to help them build basic leadership skills, confidence and self esteem.

"The Boys & Girls Clubs of Santa Monica and Guidance share a common commitment: to encourage and support the development of our future generation of leaders through programs designed by their community," says Jason Meugniot, president and CEO of Guidance. "I believe the community has a responsibility to stand for the success of its future leaders, that is why I created the Leading Together program along with Executive and Assistant Directors Allan and Aaron Young of the Boys & Girls Club of Santa Monica, " he adds. "My vision is for the Boys and Girls Clubs of America to institute a National Day of Leadership where members all over the country get related to leaders and leadership through community programs like Leading Together."

Allan Young, CEO of the Boys & Girls Clubs of Santa Monica said, "Jason has created the most organized, offsite leadership program ever sponsored by the club. In one day, our members experienced interaction with business leaders, worked on real projects and got direct support by their community through the Leading Together event. Like many of our local alumni, Jason has generously found a way to create exciting possibilities for kids to reach their full potential," he adds.

About Guidance and its Community Commitment

As a community partner, Guidance extends its support to local schools, children's groups and charitable foundations. The company encourages local volunteerism and has most recently worked with the Red Cross to donate funds during times of disaster, including setting up a relief fund for victims of Hurricane Katrina. Guidance also supports the United Negro College Fund along with long time Guidance client Foot Locker Inc., through the Foot Locker Foundation.



for immediate release



Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

About the Boys and Girls Club of Santa Monica

In 1946, Santa Monica civic leaders opened a club for boys to provide positive alternatives and keep them off the streets. Since then, approximately 150,000 youths have participated in Club programs, and the Club extended its services to include girls in 1990.

The mission of the Boys & Girls Club is to provide a chance for every child to feel a sense of competence, a sense of usefulness, a sense of belonging and a sense of influence. The Club serves children from all backgrounds, regardless of economic circumstances, and provides positive activities for youth ages 7-18 from the Santa Monica and surrounding communities during the hours they are not in school.

Media Contact for Guidance

Alejandra Espinosa
Director, PR & Marketing
Phone: (310) 754-3895
Email: aespi@guidance.com

