



*Building
houses,
building
hope*

MEDIA ALERT

FOR IMMEDIATE RELEASE

Contact: Joedy Isert
Habitat for Humanity
229-924-6935, ext. 2330
jisert@habitat.org

Amy Vreeland
New Balance
617-746-2214
amy.vreeland@newbalance.com

NEW BALANCE FOUNDATION COMMITS \$1 MILLION TO HABITAT'S HURRICANE RELIEF

AMERICUS, Ga. (February 21, 2006) – The New Balance Foundation is contributing \$1 million to Habitat for Humanity to help provide permanent housing solutions for victims of hurricanes Katrina and Rita along America's Gulf Coast.

"Words cannot express our profound appreciation and gratitude for this most generous gift," said Mark Crozet, resource development senior vice president of Habitat for Humanity International. "New Balance Foundation's support will help put back together the lives of many families that were devastated by the hurricanes."

Habitat mounted Operation Home Delivery, its fast response effort that pre-builds frames of homes in other communities and delivers them to storm-affected areas beginning in September. New Balance Foundation's gift will be used to support traditional in-place house building in Texas, Louisiana, Mississippi and Alabama starting in Spring, 2006.

"Now is the right time to move to the more traditional Habitat construction of building the frames and homes on their permanent foundations," said Greg Graves, construction project manager for Operation Home Delivery. "This is the next step in building hope for residents along the coast by providing families who will live in the homes the chance to put in their sweat equity. It also offers direct engagement opportunities to the army of people who have offered to volunteer with Habitat and help build these homes."

Habitat partner families traditionally invest between 300 and 500 hours of their own time helping build their home and the homes of others.

"The New Balance Foundation recognizes the strong impact Habitat for Humanity has on devastated communities such as the Gulf Coast region," says Anne Davis, vice chairman of New Balance. "We are proud to support their long-standing values and tremendous work ethic and join with them in their commitment to helping the victims of hurricanes Katrina and Rita."

Since its inception in 1981 the New Balance Foundation has remained committed to giving back and has contributed more than \$14.1 million to nonprofit organizations in its local communities. In response to the 2005 hurricane disasters in the Gulf Coast region, New Balance Athletic Shoe, Inc. donated more than \$1 million worth of product to the region. Together, the New Balance Foundation and corporation have made multi-year commitments of more than \$6 million in cash and product to aiding relief efforts in Southeast Asia and in America's Gulf Coast region.

INTERNATIONAL HEADQUARTERS
121 Habitat St.
Americus, GA 31709-3498 USA
(229) 924-6935
toll free (800) 422-4828
fax (229) 924-6541
www.habitat.org



*Building
houses,
building
hope*

About The New Balance Foundation

The New Balance Foundation is a charitable foundation established and funded by New Balance Athletic Shoe, Inc. The Foundation's mission is to support effective charitable organizations which perform humanitarian services for the betterment of our children and our local community.

About Habitat for Humanity International

Habitat for Humanity International, based in Americus, Ga., is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since 1976, Habitat has built more than 200,000 houses in nearly 100 countries, providing simple, decent and affordable shelter for one million people. www.habitat.org.

###

INTERNATIONAL HEADQUARTERS
121 Habitat St.
Americus, GA 31709-3498 USA
(229) 924-6935
toll free (800) 422-4828
fax (229) 924-6541
www.habitat.org