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1013 CHOSEN HAWAII AGENCY OF RECORD BY UNICEF FOR THE TAP PROJECT.

1013 to help UNICEF provide safe drinking water for children around the world.

Initiative Calls for Restaurants to Invite Customers to Donate \$1 or more for Drinking Water They Usually Enjoy for Free.

5,000 children die daily due to lack of access to clean water – UNICEF would like to bring this number down to zero.

[Honolulu, HI - February 10, 2009] — UNICEF announced it has assigned the Hawai'i initiative of the Tap Project to Honolulu brand agency 1013 (pronounced ten – thirteen). The effort began in New York City, and in just two years, the Tap Project has now spread around the world. Hawai'i was the last U.S. state to join in the effort.

The Tap Project brings to Hawai'i an incredibly simple and straightforward way to fundraise. During World Water Week, March 22 to 28, diners at participating restaurants can donate \$1 or more for the tap water they ordinarily get for free. The money goes to UNICEF's program to provide clean drinking water in more than 90 countries where this most basic need is not available.

"We loved everything about the project: its simplicity, its effectiveness and that it wasn't asking too much of any potential donor," 1013 vice president and creative director Jen Tanabe said. "Surely most of us can spare \$1 for a glass of water. Hawai'i residents, especially, are blessed with easy access to quality water each and every day."

Despite launching the statewide initiative by soliciting restaurants, organizing volunteers and sponsors, as well as creating a full-blown marketing campaign, 1013 has to date secured the participation of seventeen restaurants and five schools. So far Pearl Ultralounge, The Willows, E&O Trading Company, Formaggio Kailua, JJ Dolan's, Popeye's and Dean's Drive Inn have joined in, while Mid-Pacific Institute, Punahou School, St. Francis School, Kamehameha School Class of 2012, and Lanikai Elementary are doing their part to participate.

"We love how [1013] thinks big and comes up with ideas that can translate from Hawai'i to a national scale, including the Tap Dining Pass and chain restaurant outreach," explains Maria Choi, Marketing Officer.

Last year, over 2,300 restaurants and thousands of customers in 44 states raised more than \$855,000, which helped provide clean water and sanitation to children in Iraq, Côte d'Ivoire, Nicaragua and Belize. Participants included high-profile media executives, chefs, and a host of celebrities, such as Lucy Liu and Marcus Samuelsson. The Tap Project is the first of its kind—a national grassroots effort offering individuals and restaurants across the nation a simple and effective way to make a difference in a child's life.

This year, volunteers will support the TAP Project and raise awareness of this vital issue in Hawai'i. A little goes a long way—for example, with \$1 UNICEF can provide 40 liters of safe drinking water, which is enough to give one child safe drinking water for 40 days, or 40 children safe drinking water for one day. For more information, or to see which restaurants in Hawai'i are participating, visit tapprojecthawaii.com or tapproject.org.

About UNICEF

For more than 60 years, UNICEF has been the world's leading international children's organization, working in over 150 countries to address the ongoing issues that affect why kids are dying. UNICEF provides lifesaving nutrition, clean water, education, protection, and emergency response, saving more young lives than any other humanitarian organization in the world. While millions of children die every year of preventable causes like dehydration, upper respiratory infections, and measles, UNICEF, with the support of partnering organizations and donors alike, has the global experience, resources, and reach to give children the best hope of survival. For more information about UNICEF, please visit unicefusa.org.

About 1013

In 2008, 1013 (ten – thirteen) became the first fully integrated branding and production company in Hawaii when Pacific Focus Inc, a renowned Hawaii-based production company, combined forces with Lewis and Montgomery LLC, an award-winning advertising and design firm. The combined company offers an innovative alternative to the traditional advertising agency business model, providing production, advertising, interactive, media planning, market research and design services for traditional mediums as well as the ability to create impactful branded content for new and emerging mediums and traditional touch-points.

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