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**ELEVATE DESTINATIONS AND REPUTATION DYNAMICS LAUNCH NEW
PHILANTHROPIC TRAVEL SERVICES FOCUSED ON CORPORATE
RESPONSIBILITY (CR)**

New Services Enable Organizations to Gain Stakeholder Support with Show-And-Tell Travel Opportunities

CAMBRIDGE, Mass., January 30, 2008—Elevate Destinations and Reputation Dynamics today announced a strategic alliance providing corporations with unique opportunities to visit destinations where they have business and philanthropic interests. Reputation Dynamics of New York City will partner with Cambridge-based Elevate Destinations to market combined travel and corporate responsibility advisory services. These will be designed to enhance corporate stakeholders' (employees, customers, board members, investors, and suppliers) understanding, commitment and impact of their Corporate Responsibility (CR) initiatives.

"Today, companies are under the gun to implement CR initiatives to safeguard their reputation and address society's widespread challenges including poverty, disease, environmental issues and global warming," said Samantha Taylor, Reputation Dynamics' founder and president. "CR continues to be a controversial subject. Some companies have embraced and enjoyed substantial benefits from their CR programs, while others have either postponed development or have fragmented approaches."

"The goal of our Corporate Donor Travel services is to provide organizations with easy, cost-effective ways to arrange visits to pre-vetted NGO projects that are aligned with their company's environmental, social and economic initiatives," said Elevate Destinations' founder and president Dominique Callimanopulos. "Once they visit a destination and see firsthand what is being accomplished, they can spread the word about its effectiveness or make changes to their cause alignments."

Corporate Donor Travel provides unique opportunities for organizations to create customized itineraries in regions where they have interests that combine NGO project visits with extraordinary cultural, recreational and business opportunities in Africa, India, Latin America and Southeast Asia.

"For example, a company with business interests in Africa can arrange a trip for customers to a region where the company has a CR project in place or is interested in supporting causes," added Callimanopulos. "A typical itinerary might entail visiting the project site, meeting with representatives from the NGO and local community, and then taking an extended tour of the area or region."



Reputation Dynamics

For an assessment consultation and more information about the new Corporate Donor Travel Service from Elevate Destinations and Reputation Dynamics, call (212) 979-6092 or visit www.elevatedestinations.com.

About Elevate Destinations:

Founded by Dominique Callimanopulos in 2005, Elevate Destinations is a leading global sustainable travel company that caters to luxury-oriented travelers seeking once-in-a-lifetime adventures to exotic destinations where they also have an opportunity to better understand the environmental, socio-cultural and economic needs of the places they visit. Elevate Destinations offers customized group tours and retreats to Africa, India, Brazil and Southeast Asia, and organizes donor trips for both profit and non-profit organizations. For more information, visit www.elevatedestinations.com.

About Reputation Dynamics:

Founded by Samantha Taylor in 2005, Reputation Dynamics provides reputation management, communications and corporate responsibility advisory services. The company helps a wide range of for-profit and non-profit organizations evaluate, align and market stakeholder-driven cause-related marketing initiatives. For more information, visit www.reputation-dynamics.blogspot.com or email sam@reputation-dynamics.com.
