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REPUTATION DYNAMICS JOINS UNITED NATIONS GLOBAL COMPACT

New York, NY - February 11, 2008 - Reputation Dynamics today announced that it has signed the United Nations Global Compact, reinforcing the company's commitment to helping companies advance their corporate social responsibility agendas and understanding among key stakeholders (employees, customers, board members, investors and suppliers).

Established in 2000, the Global Compact, the world's largest voluntary corporate citizenship initiative, brings together nearly 3,700 companies from more than 120 countries to advance ten universal principles in the areas of human rights, labor, environmental sustainability and anti-corruption. Through the power of collective action, the Global Compact seeks to promote responsible corporate citizenship and integrate these ten principles in business strategies and operations around the world so that business can be part of the solution to the challenges of globalization.

Joining the Global Compact is an extension to Reputation Dynamics corporate responsibility advisory services and initiatives such as *Conscious Commerce* - an innovative business model and methodology to help companies align and market stakeholder-driven programs - and strategic alliance with Elevate Destinations providing corporations with opportunities to visit destinations where they have business and philanthropic interests.

Additionally, Reputation Dynamics engages in education and advocacy by providing perspectives to help companies align 'Doing Good in Society' with competitive business edge via its popular blog – www.reputation-dynamics.blogspot.com.

"We are committed to supporting the organization's 10 principles and its efforts to advance corporate citizenship and challenge business to take a leadership position," said Samantha Taylor, Founder of Reputation Dynamics. "This is well-aligned with our core values and vision."

More information about the Compact can be found at www.unglobalcompact.org.

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.com.

