



MEDIA ADVISORY
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AUCTION OF ACADEMY AWARDS® GIFT BAG DONATED BY GEORGE CLOONEY GENERATES WINNING BID OF \$45,100 TO BENEFIT UNITED WAY'S HURRICANE RESPONSE AND RECOVERY FUND

- WHAT:** The online auction of the Academy Awards® Gift Bag received by George Clooney at this year's Oscar Awards ceremony, which the Oscar-winning actor/producer/director and member of United Way of America's Board of Trustees generously donated to United Way to support hurricane response and recovery efforts, has closed.
- WHEN:** The online auction of the transferable contents of Mr. Clooney's gift bag was scheduled to close Tuesday, March 28, 2006 at 11:59 pm ET. The high volume of bids in the closing minutes triggered a special feature called "bid extension" that allowed bidding to continue in five minute increments until no more bids were received, resulting in the \$45,100 winning amount.
- WHERE:** The auction took place at www.unitedway.org and was powered by cMarket.com.
- WHY:** As a member of the Board of Trustees of United Way of America, Mr. Clooney has been a generous supporter of United Way's efforts to rebuild lives and communities devastated by the 2005 hurricanes. By auctioning the gift bag, United Way and Mr. Clooney hope to continue to focus attention on the long-term needs of the Gulf Coast areas devastated by the 2005 hurricane season as well as raise funds for ongoing rebuilding and recovery efforts.

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About United Way of America

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: www.unitedway.org.