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DEAN & DELUCA ADDS SHOT OF CHARITY™ PHILANTHROPY PROGRAM TO SOHO LOCATION

Gourmet Food Purveyor Dean & DeLuca Introduces Charitable Giving Program

NEW YORK – June 21, 2010 – Today, [Dean & DeLuca](#) CEO Mark Daley announced that Dean & DeLuca has partnered with a Shot of Charity™ to offer customers the opportunity to support unique, charitable causes through café purchases.

Founded by three Georgetown University graduate students, Shot of Charity™ is a nonprofit platform that enables consumers to incorporate the act of giving into their daily habits. Beginning on June 21, 2010, customers at Dean & DeLuca's SoHo market (560 Broadway, New York, NY 10012) will be able to add a 25 cent "Shot of Charity™" or 50 cent "Double Shot of Charity™" to their café purchase. 100% of the "shots" will be given to a featured charity that will rotate on a regular basis. The first benefitting charity will be [Apne Aap](#), an organization that works to empower the women and children of India's red-light districts to escape human trafficking. Customers who order a hot beverage and make a "Shot of Charity™" contribution will receive their beverage wrapped in a distinctive, orange sleeve.

"Shot of Charity empowers consumers to support effective charitable organizations in a manner that is seamlessly integrated into the coffee environment," says Shot of Charity™ co-founder Elias Schulze. "With the generous support of Dean & DeLuca and their customers, we anticipate raising substantial funds for smaller, lesser-known charities. We choose to focus on smaller organizations to maximize the impact of customer donations."

"We're excited to launch the Shot of Charity program at Dean & DeLuca's flagship location," says Daley. "Shot of Charity™ is a terrific platform that's making a marvelous impact. We're confident that Dean & DeLuca customers will embrace the opportunity to help improve the welfare of others."

About Dean & DeLuca:

Founded by Joel Dean and Giorgio DeLuca with artist Jack Ceglic in 1977, Dean & DeLuca is a worldwide purveyor of [gourmet food](#), [fine wine](#) and [kitchenware](#). Dean & DeLuca offers customers a sumptuous variety of [artisanal cheese](#), [seafood](#), [baked goods](#), and more as well as [gift baskets](#) and handcrafted products of the highest quality from around the globe. The store's elegant displays overflow with colorful products and the aesthetics make food shopping an experience. For more information, please visit <http://www.deandeluca.com/>

About Shot of Charity:

Conceived at Georgetown University in 2007, Shot of Charity™ enables individuals to easily incorporate acts of *consumer* social responsibility into their daily habits. The platform unites

socially conscious coffee shops, consumers, and distinctive charities to address challenging global issues. A unique aspect of the program is the discrete visual indicator highlighting the customer's benevolence. For more information about Shot of Charity™, visit www.shotofcharity.org

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