



Points of Light Institute Honors Corporate America's Renewed Call to Service

SAN FRANCISCO, CA. - June 24, 2009 - During this momentous time in history when heightened awareness about service and volunteerism is inciting everyday people to take action in their communities, corporations are also encouraging their employees to become catalysts for change. Today, Points of Light Institute is recognizing five outstanding businesses who are tapping into this renewed enthusiasm for volunteerism and embracing service as a key strategy to meet social needs.

This year's honorees includes a list of "who's who" in the financial, professional services, pharmaceutical, insurance and technology industries, including Capital One Financial Corporation, Deloitte LLP, Eli Lilly and Company, Pinnacol Assurance and salesforce.com.

"As we usher in this new era of civic engagement, corporations are leading a renaissance of engagement and mapping out new strategies for deploying their greatest assets- their human capital- towards community problems," said Michelle Nunn, CEO of Points of Light Institute and co-founder of HandsOn Network. "It is truly inspiring to see the new threshold of creativity and innovation that corporations and businesses are applying to their corporate volunteer engagement initiatives. They are bringing a new, more integrated strategic approach to how they invite and support their employees to use their skills to make a difference in communities."

Corporate Brands Commit to Service

Since its inception in 1993, the Points of Light Corporate Engagement Award of Excellence has been recognized as one of the oldest and most prestigious awards programs honoring outstanding employee volunteer programs. Now in its 16th year, more than 60 companies have been honored to date for their business' overall employee volunteer efforts, including actual service projects implemented, program policies and corporate vision that support those volunteer activities. Past recipients have established grant programs, executed safety programs, completed community beautification projects, as well as dedicated millions of hours and dollars in their ongoing corporate social responsibility efforts.

"Corporate employees are breaking new ground in applying their experience, passions and expertise to community problem solving," continues Michelle Nunn, Points of Light Institute. "These award winners are leading the way in applying human energy to create solutions to pressing problems and to build strong communities."

This year's award recipients will receive their official honors at the Moscone Center in downtown San Francisco beginning at 11:30 a.m. on Wednesday, June 24.

About Points of Light Institute

Points of Light Institute inspires, equips and mobilizes people to take action that changes the world. The Institute has a global focus to redefine volunteerism and civic engagement for the 21st century, putting people at the center of community problem solving. We are organized to innovate, incubate and activate new ideas that help people act upon their power to make a difference. Points of Light Institute operates three dynamic business units that share our mission: HandsOn Network, MissionFish and the Civic Incubator.

ABOUT THIS YEAR'S HONOREES

Capital One

At Capital One, we have always believed that as business leaders we have a unique opportunity to create value in the communities where we live and work. The investments we make in our communities are designed to help make them dynamic places where families can live, work, and realize their dreams. Financial donations, while important, tell only part of the story. One of the most impactful ways Capital One serves the community is through the volunteer efforts of its thousands of talented associates. In the past year, Capital One associates volunteered more than 70,000 hours in the community, teaching financial literacy in schools, building homes, mentoring at-risk youth, and providing valuable pro bono and leadership guidance to local nonprofit organizations to expand their reach deeper into the community.

About Capital One

Capital One Financial Corporation (www.capitalone.com), a financial holding company headquartered in McLean, Virginia, is a Fortune 500 company that offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Its subsidiaries, Capital One, N.A. and Chevy Chase Bank, F.S.B., have approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia, and the District of Columbia. At Capital One, we apply the same principles of innovation, collaboration and empowerment in our commitment to our communities across the country that we do in our business. We recognize that helping to build strong and healthy communities - good places to work, good places to do business and good places to raise families - benefits us all.

Deloitte LLP

Deloitte believes the business community has a powerful role to play in response to the call for service, and helps people and communities thrive in three ways:

- We leverage our best thinking to strengthen nonprofit capacity through year round skilled-based volunteerism program, including our formal three-year \$50 million pro bono commitment.
- We complement our best thinking with financial resources through large-scale grants and regional donations.
- We create and share new research, content and insights on ways corporations can leverage skills-based volunteerism.

About Deloitte LLP

As used in this document, "Deloitte" means Deloitte LLP and its subsidiaries. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.

Eli Lilly and Company

Lilly's commitment to corporate responsibility is not new—it's a fundamental part of the corporate culture. Through its Lilly Hands and Hearts Employee Volunteer Program, employees have committed to building healthier communities where they live and work, looking beyond operations to address significant societal challenges. In 2008, 35,000 Lilly employees worldwide logged more than 155,000 volunteer hours. By engaging in effective volunteerism that helps create better places in which to live, work and conduct business, Lilly and its employees are creating communities that are healthier in the traditional sense—as well as cleaner, more vibrant and prosperous, and with citizens who are better educated.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers -- through medicines and information -- for some of the world's most urgent medical needs. Additional information about Lilly is available at <http://www.lilly.com>.

Pinnacol Assurance

Pinnacol's community involvement program, Pinnacol in Action, is an integral part of the company's culture. Employees receive paid time off to participate in volunteer activities such as youth mentoring and education, human services programs, community beautification and promoting health awareness. In 2008, Pinnacol employees volunteered 5,121 hours and, with the company's 100 percent match, pledged \$68,000 to the local United Way. Pinnacol employees are passionate about giving back to the community and take pride in the relationships they have built with Colorado's nonprofit organizations.

About Pinnacol Assurance

Pinnacol Assurance is Colorado's leading provider of workers' compensation insurance. Pinnacol provides comprehensive, competitively priced coverage; comprehensive attention to claims; a highly qualified network of medical providers; and proactive safety programs to approximately 58,000 Colorado businesses. Over the past five years, Pinnacol has returned \$347 million in general dividends to policyholders statewide—a mark of the company's stable and strong financial health. For more information, please visit www.pinnacol.com.

Salesforce.com

Salesforce.com established the Salesforce.com Foundation soon after the company was founded in 1999 to ensure that community service was a central part of the corporate culture. To formalize this vision, salesforce.com implemented a distinctive new corporate philanthropy model called the "1/1/1 Model." The Model harnesses the power of salesforce.com's people,

resources and technology through 1% Time, 1% Equity and 1% Product to improve its communities, inspire youth to be more successful, support the world during times of extreme need, and promote compassionate capitalism. In 2008, employees donated 43,894 hours, a 53% increase from the previous year.

About [salesforce.com](http://www.salesforce.com)

Salesforce.com is the enterprise cloud computing company. The company's portfolio of Salesforce CRM applications, available at <http://www.salesforce.com/products/>, has revolutionized the ways that companies collaborate and communicate with their customers across sales, marketing and service. The company's Force.com Platform (<http://www.salesforce.com/platform/>) enables customers, partners and developers to quickly build powerful business to run every part of the enterprise in the cloud. Based on [salesforce.com](http://www.salesforce.com)'s real-time, multi-tenant architecture, Salesforce CRM and Force.com offer the fastest path to customer success with cloud computing.