



**For Immediate Release**

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**NAJAFI COMPANIES INVESTS IN GOOD2GETHER, A NETWORK LINKING  
NONPROFITS, MEDIA AND CORPORATIONS NATIONWIDE:**

*Initiative will provide high-profile visibility for the more than 1.5 million charities  
across the country*

**PHOENIX, Ariz. (May 13, 2008)** – Najafi Companies, a Phoenix-based private investment firm, has joined forces with good2gether, a new web-based network that connects nonprofits, media, and corporations together to broaden awareness for social causes nationally. Najafi Companies has agreed to invest in good2gether's launch and roll-out across the country.

Entrepreneur Greg McHale, founder and CEO of good2gether, developed the search-and-social web service "to connect people to cause and transform cause into effect." good2gether provides content that media can imbed on their sites linking audiences to local nonprofit profiles. good2gether's media partners can sell sponsorships to corporate brand partners, who can promote their community outreach programs through the service. What's more, the featured nonprofits can also sell sponsorships on their profile pages.

good2gether will work with all forms of media, from print to broadcast, to social networks including Facebook and My Space. The service will reach out to big-name corporations and universities to participate as sponsors.

"Studies show that when people read about 'bad,' including everything from crime to disease to tragedies to disasters, they want to do 'good.' But the 1.5 million nonprofits operating in the U.S. do not have marketing budgets or strong web presence, so people don't always know how they can help," McHale said. "good2gether will be instrumental in prompting people to take action, whether through donations or volunteerism."

"We're thrilled to support an initiative that will impact the world by teaming three powerful sectors together: media, business and nonprofits," said Jahm Najafi, CEO of Najafi Companies. "good2gether is a wonderful new tool to facilitate getting involved. And importantly, it provides a platform to help nonprofits broadcast their needs to wider audiences."

For more information, visit [www.dogoodchannel.com](http://www.dogoodchannel.com).

**About Najafi Companies**

Najafi Companies is a private investment firm based in Phoenix, Arizona. The firm makes highly-selective investments up to \$1 billion in size in companies with strong management teams across a



variety of industries, and often in industries out of popular favor. The firm takes a long-term view on its investments and focuses its efforts to create value through growth and superior performance. Najafi Companies funds investments with internally generated capital, not through a fund. Free from the restrictions of a fund, the firm is able to move quickly and decisively when investing, and with no requirements to return capital to outside partners, Najafi Companies is able to make investments that create maximum value for the long term. For more information about Najafi Companies, visit [www.najafi.com](http://www.najafi.com).

### **About good2gether**

good2gether is a search and social media Web service that connects people to causes through a network of websites, including major media outlets, corporate intranets, college/university websites, social networks, and more. Built on a scalable, Web 2.0 platform, good2gether enables nonprofits to enter volunteering opportunities, events, in-kind donation needs, etc., once – then distributes this info across the entire network, to everyone’s benefit: nonprofits leverage free traffic, media partners get local content and fresh ad revenue, sponsors deliver their social responsibility messaging in a targeted, scalable fashion – and people get an easy way to discover, share, and engage with causes. Learn more at [www.good2gether.com](http://www.good2gether.com).

### **Good2gether Media Contacts**

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