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PINK PANEL™ SCHOLARSHIP LAUNCHES AND PROVES PINK IS POWERFUL

Scholarship to Send Orphaned Teen Girls to College

Washington, D.C., - The Pink Panel™ Scholarship, a fund created by the Benchmarking Company (TBC), to help orphaned teen girls attend college, was launched today at a chocolate and champagne kick-off event in Washington D.C.

Founder and CEO of TBC, Alisa Marie Beyer, presented an initial funding gift of \$10,000 to its partner, the Orphan Foundation, a nonprofit organization that advocates for and provides services to foster teens. The Pink Panel Scholarship application is managed by the Orphan Foundation of America (OFA).

The scholarship is funded by an annual TBC donation and from its Pink Panel™ (www.pinkpanel.com), a nationwide network of women who take beauty research surveys online to reveal what consumers of female beauty products want, what they'll buy and why. Each time a woman takes a survey; TBC donates \$5.00 toward the Pink Panel Scholarship. By the end of 2006, the Pink Panel aims to include close to 100,000 women.

“We launched the Pink Panel in late 2005 and the response has been magnificent. We have about a thousand women a week joining the panel. We felt women would want to take our surveys knowing they can make such a powerful difference in a girl's life-and so little time is required,” said Alisa. “Our panel is about being passionate and powerful, about sharing beauty opinions while making a difference in the lives of orphan teenage girls. We do not pay or reward women with prizes to join our Pink Panel. Women join because they want to make a difference. No other panel out there is doing this.”

“Every year more than 25,000 kids 'age out' of foster care,” said Eileen McCaffrey, OFA's Executive Director. “Our goal is to help these teens as they transition from foster care to young adulthood, with particular emphasis on helping them attend college. The Pink Panel Scholarship is bringing us one step closer to that goal.”

About the Benchmarking Company

Pinkpanel.com is owned and operated by The Benchmarking Company (TBC).

The Benchmarking Company (TBC) is a research-based branding firm that listens to women and translates what they share with us to shape, transform, build from scratch and renew beauty brands.

For more information on TBC, please visit www.benchmarkingco.com.

How to Apply for a Scholarship

Scholarship applications for The Pink Panel Scholarship are available at www.orphan.org.

Scholarships are awarded annually each June.

About the Orphan Foundation of America

The goal of the Orphan Foundation of America is to help parentless teens successfully transition from foster care to young adulthood through the attainment of a college degree or vocational school diploma. OFA believes that education, along with mastery of the skills needed to manage life as an independent, working adult are the keys to helping our foster youth become competent, confident and contributing members of society.