



FOR IMMEDIATE RELEASE
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alono.com announces a strategic agreement with KLD Research & Analytics to deliver trusted Social-Responsibility Information to Consumers

Today's consumers want to know which companies are working to protect human rights, reduce poverty, make use of cleaner energy sources, decrease waste, embrace fair labor practices and address other issues related to social justice and a healthy, sustainable environment. alono.com (www.alono.com) is an online commerce, information and community-building website that helps buyers learn about the social and environmental performance of companies. alono.com has developed an engaging way for buyers to shop for a vast array of brand name, competitively priced products. By using alono.com for their shopping, buyers receive information regarding product price, quality and trusted information about the business practices of the product manufacturers and merchants. This comprehensive, integrated data informs the shopping experience and helps the alono.com community direct their purchases toward companies that balance people, planet and profit. In addition, a significant portion of the revenue generated through shopping on alono.com is shared with leading non-profit organizations. This translates to a simple and satisfying experience for caring, aware consumers.

KLD Research & Analytics, Inc. is an independent investment research firm providing investment management tools used by professionals to serve clients requiring investment strategies based on social and environmental responsibility. KLD products and services, including Socrates (a web-based, company research tool) are used for screening and compliance.

The synergistic relationship between alono.com and KLD Research & Analytics means consumers will know more about the companies they empower with their shopping dollars – right at the time they are making a purchase.

alono.com, powered with KLD Research & Analytics data, means that people can assess the social, environmental and economic integrity of the businesses they purchase from. *"On www.alono.com, consumers select companies that match their socio-economic and environmental beliefs providing evidence to businesses that they (the consumers) care deeply about such issues. Social-responsibility is a partnership between businesses and an informed, caring public."* said George Polisner, Co-Founder of alono.com.

For more information about alono.com, please see our website (www.alono.com) or contact Shari Aaron by phone (914.232.2756) or via email saaron@freshmarketing.com. For more information about KLD or its family of indexes, please see our website (www.kld.com) or contact Karen Agredo by phone (617.426.5270) or via e-mail (kagredo@kld.com).