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**icouldbe.org Teams Up with Leading Organizations
to Help At-Risk Teens with Career Guidance and Financial Literacy**

**Announces Alliances with E*TRADE FINANCIAL, Goldman Sachs and the Tiger
Woods Learning Center**

January is National Mentoring Month

New York, NY, (January, 2005) – icouldbe.org, an award-winning non-profit Internet-based career mentoring program, today announced it has teamed up with E*TRADE FINANCIAL, Goldman Sachs (Chicago), and the Tiger Woods Learning Center to provide e-mentoring, career guidance and financial literacy to hundreds of at-risk teens nationwide. The announcement was made as part of the organization’s efforts to increase its outreach during January’s National Mentoring Month.

“Working in conjunction with E*TRADE FINANCIAL, Goldman Sachs and the Tiger Woods Learning Center expands icouldbe.org’s reach and impact to more than 1,000 at-risk teens,” Adam Aberman, executive director and founder of icouldbe.org, said. “The volunteer mentor networks are a win-win – corporations have a convenient, cost-effective program to offer employees, and through our work with these leading organizations, icouldbe.org takes an important step to expose kids to specific industry sectors, helping them strive toward their full potential.”

icouldbe.org was established to reach teens in need of career and life guidance, linking teens via the Internet to mentors nation-wide in a variety of careers. All aspects of the program are conducted online, including project management, recruitment, and training of corporate volunteers to “e-mentor” teens, as well as finding schools that need the service. Currently, icouldbe.org serves 1,500 teens in 20 cities in the United States through the program’s 1,000 mentors.

icouldbe.org also announced E*TRADE FINANCIAL has expanded its commitment to the program, providing career guidance and financial literacy services to teens in 15 cities nationwide.

E*TRADE FINANCIAL is proud to collaborate with icouldbe.org to deliver internet-based mentoring services to teens nationwide,” said Arlen Gelbard, President, E*TRADE Bank. “We believe the career guidance and financial literacy services our e-mentors will provide is a great resource for the next generation of Americans to tap as they prepare for success.”

In addition to E*TRADE FINANCIAL’s support, Goldman Sachs’ Chicago office sponsors students at a local South Side school. Soon, hundreds of teens at the Southern California Tiger Woods Learning Center (sponsored by the Tiger Woods Foundation) will benefit from the icouldbe.org e-mentoring program.

By teaming up with organizations like E*TRADE FINANCIAL, Goldman Sachs and the Tiger Woods Learning Center, icouldbe.org inspires thousands of teens nationwide to envision and achieve successful, financially secure, professional lives.

Established in New York City in 2000, icouldbe.org is an award-winning 501(c) 3 non-profit organization that offers at-risk and underserved teens mentoring to help them successfully establish careers. To date, icouldbe.org has served more than 4,000 at-risk teens in twelve states with 1,500 nationally recruited e-mentors. icouldbe.org’s safe online environment and curriculum meet the National Mentoring Partnership’s Twelve Elements of Effective E-Mentoring, the U.S. Department of Labor’s SCANS Competencies & Foundation Skills and the American School Counselor Association’s Career Development Standards. Visit us at www.icouldbe.org.

Goldman Sachs is a leading global investment banking, securities and investment management firm that provides a wide range of services worldwide to a substantial and diversified client base that includes corporations, financial institutions, governments and high net worth individuals. Founded in 1869, it is one of the oldest and largest investment banking firms. The firm is headquartered in New York and maintains offices in London, Frankfurt, Tokyo, Hong Kong and other major financial centers around the world.

The Tiger Woods Learning Center takes young people beyond the classroom and changes the role of education in their world. Located on 14 acres in Anaheim, California, the 35,000-square-foot education facility is designed to promote exploration, personal

development and enhanced individual experience. Advanced technology and innovative educational tools will enhance each child's experience and encourage success.

Mentoring takes center stage in January as America celebrates National Mentoring Month (NMM). Now in its fourth year, this comprehensive public-service campaign aims to focus media attention on mentoring: what it is, how it helps young people achieve their potential and how individuals and organizations can get involved.

Spearheaded by the Harvard Mentoring Project and MENTOR, NMM helps raise awareness of mentoring, recruit new mentors nationwide, as well as encourage school systems, corporations, faith communities and other groups to initiate their own mentoring efforts. Joining in this campaign are state and local mentoring partnerships.

National Mentoring Month has – and continues to have – the support and participation of numerous governors and mayors, as well as top Hollywood stars and athletes. This January's campaign includes a combination of national and local media and extensive community outreach, led coast to coast by Mentoring Partnerships. Many of the country's top media organizations - including Comcast, Time Warner and the CBS, NBC and Fox networks - are taking part through their public service campaigns.

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FACT SHEET

Guidance counselors try to provide direction, but they are overburdened. Statistics on guidance counseling from a 2002 Ferris State University study are staggering:

- U.S. taxpayers spend \$100,000 on K-12 education for every American and only \$80 of those dollars go toward career guidance
- There are, on average, 561 students assigned to each counselor in U.S. public schools, more than double the recommended 250-to-1 ratio;
- The average high school student receives less than three hours of individual career counseling over four years

MENTOR (the National Mentoring Partnership) shows that 16 million children in the U.S. need mentors and don't have one. In other words, that's 6 out of every 7 children.

According to a recent cover story article in Time Magazine on happiness, there are eight steps towards a more satisfying life.

- Number 2: Practice act of kindness, both random and systematic, to give you a greater sense of connection with others.
- Number 4: Thank a mentor for guiding you at life's crossroads.

And in a poll conducted by the magazine:

- 75% of those surveyed said a major source of happiness was contributing to the lives of others.
- More than 40% said they help those in need when they want to improve their mood.

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