

For Immediate Release

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Kendal King Group Contributes to China Relief Efforts

Heart to Heart International recipient of donation thanks to company's employees and vendors generosity

KANSAS CITY, Mo. (June XX, 2008) – Kendal King Group recently donated \$5,310 to Olathe-based Heart to Heart International to assist its efforts following the recent earthquake in China.

The money-raising efforts began for Kendal King after the corporate headquarters in Kansas City received an e-mail from a China-based employee which outlined how even people outside the directly affected area had been impacted by the quake.

“You'll never want to believe what we've seen, we've heard, and we're feeling,” read the e-mail from Darvin Lou, who manages production and fulfillment in Kendal King's Guangzhou, China office.

After reading the e-mail, Scott King, CEO, and Drew Loboda, president, began thinking about how best to respond. Outside agencies have had trouble getting in and out of China since the quake, but Heart to Heart has been able to airlift supplies directly because of its office in the Si Chuan province and their long-standing relationship with the Chinese government.

“Heart to Heart is a well-known, reputable organization,” King says. “We knew that if we donated to it, our money would go to help people who need it the most. This enabled us to channel our feelings into something good for the people of China and demonstrate support to our employees.”

Kendal King sent more than 200 letters to its employees, vendors, clients and friends soliciting donations on behalf of Heart to Heart. Kendal King Group made a significant company donation in addition to the monies raised by the letter.

“We were overwhelmed, really, by the generosity shown by everyone connected with our company,” Loboda says.

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Kendal King Group, which specializes in retail marketing solutions for premier retailers and top brands, employs more than 25 people in its four offices: Kansas City, Mo., Bentonville, Ark., Charlotte, N.C., and Guangzhou, China.

Heart to Heart is thankful for Kendal King's efforts.

"Without the generosity of companies such as Kendal King, their employees and friends, we couldn't do our work," says Andre T. Butler, vice president for resource development. "The destruction and despair in the region is somewhat alleviated by the work we do and the gift of people like those at Kendal King."

Heart to Heart International is a leading global humanitarian organization working to improve health and to respond to the needs of disaster victims worldwide. It specializes in delivering essential medicines and supplies as well as training to underserved areas of the world. Already it has airlifted nearly 70 tons of supplies to the quake region.

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Kendal King Group, an established leader in retail marketing solutions for premier retailers and top brands, offers over 20 years of experience in strategy, design and execution of retail displays and programs. Kendal King operates offices in Kansas City, MO; Bentonville, AR; Charlotte, N.C.; and Guangzhou, China. For more information, please visit www.kendalking.com or call (800) 542-9882.