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FOR IMMEDIATE RELEASE

THE AMY ROLOFF CHARITY FOUNDATION AND ROYAL CARIBBEAN INTERNATIONAL LAUNCH “LITTLE PEOPLE ... BIG SHIP-CRUISE WITH A PURPOSE!” CELEBRITY FAN CRUISE JUNE 26, 2010 TO ASSIST HAITIAN RELIEF

Amy Roloff, TLC’s “Little People Big World” Celebrity, Invites Fans to Cruise With a Purpose, Through the Western Caribbean for a Seven (7) Night Cruise

Portland, OR and Los Angeles, CA (February 4, 2010) — **Amy Roloff**, star of *TLC*’s hit show “*Little People Big World*” and celebrated author, invites fans to join her for a Western Caribbean cruise with a cause starting June 26, 2010 and ending July 3, 2010 on the largest ship in the world – The Royal Caribbean “Oasis of the Seas”. Fans will not only enjoy seven (7) fun filled nights beginning in Ft. Lauderdale, Florida and stop over in Labadee (Haiti), Costa Maya (Mexico) and Cozumel (Mexico), but participate in an excursion to bring supplies and comfort items to the millions affected by the recent tragedy. In addition, portion of the proceeds will be donated to the **Amy Roloff Charity Foundation** (Tax ID 27-0288736) to assist children, at risk youth, single parents, families and disability groups. More information can be found at <http://www.amyroloffcharityfoundation.org>

“This trip will not only create fond memories but also make a difference in the lives of the one million plus unaccompanied children living in Haiti”, states celebrity charity founder **Amy Roloff**, “we are organizing a humanitarian excursion that will allow us to bring in supplies and comfort items for those in need. If you aren’t able to attend, please visit our website (www.amyroloffcharityfoundation.org) where you can donate online. Every bit, no matter how small, will make a huge difference in their lives.”

About Amy Roloff Charity Foundation

Founded in 2009, by reality television celebrity and celebrated author Amy Roloff (*TLC*’s “*Little People Big World*”), the **Amy Roloff Charity Foundation** serves children, at risk youth, single parents, families and disability groups via fundraising and partnering with other charities in which new opportunities are created through financial assistance, sports activities and education. Fundraising events include **Amy Roloff Charity Foundation Celebrity Tee Off Dinner**, the **Amy Roloff Charity Foundation Celebrity Golf Tournament** and **Amy Roloff Charity Foundation Royal Caribbean Celebrity Cruise**. More information can be found at www.amyroloffcharityfoundation.org

The statements made in this press release that are not historical facts are "forward-looking statements." These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause **Amy Roloff Charity Foundation**’s actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company’s assumptions or otherwise. The Company undertakes no obligation to release publicly

any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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