

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: FedEx Sponsors American Red Cross Preparedness Campaign

**FedEx Encourages Customers and Small Businesses
to Prepare for Emergencies**
FedEx Sponsors American Red Cross Preparedness Campaign



MEMPHIS, Tenn. , Sept. 25, 2009—FedEx Corp. (FDX: NYSE) continues its efforts to encourage customers and small business owners to prepare for emergencies as a key sponsor of a public awareness and cause marketing campaign recently launched by the American Red Cross.

The *Do More Than Cross Your Fingers* campaign encourages individuals to ready themselves for the unexpected.

As part of its longstanding commitment to the Red Cross mission, FedEx worked with the organization to create a downloadable checklist for small business owners in English (www.fedex.com/smallbusiness) and Spanish (www.fedex.com/minegocio) to help them prepare for emergencies.

“As a daily provider of access to small businesses around the world, FedEx recognizes the critical role they play in the national and global economy,” said David Bronczek, president and CEO of FedEx Express. “It is a natural fit for FedEx to leverage our contingency planning expertise with the Red Cross to assist customers and small businesses with emergency preparedness.”

A recent Red Cross study shows that approximately half of all Americans have experienced an emergency situation. However, only about 12 percent are reasonably prepared to react to a disaster. In addition, a 2007 survey of small business owners by the Red Cross and FedEx showed that while 94 percent of small business owners believed there was a potential for disaster to seriously disrupt their business, less than half felt prepared for even a one-week disruption.

“This campaign is about providing Americans with easy tips, information and tools on how to be better prepared,” said Michael J. Brown, vice president of Corporate and Foundation Partnership. “We are grateful that FedEx is supporting *Do More Than Cross Your Fingers* to help us inform and empower individuals to be ready for disasters of all types and sizes.”

The campaign will also feature an interactive website (RedCross.org/domore) that encourages visitors to share personalized emergency kit tips with others and create customized lists of emergency kit items based on individual needs.

FedEx has worked with the American Red Cross for more than 12 years and is a founding member of the Red Cross Annual Disaster Giving Program. The company contributes more than \$1 million dollars in cash and in-kind services to the Red Cross every year and has supported Red Cross efforts to respond to disasters such as Hurricane Katrina and many others. FedEx also lends logistics expertise to the Red Cross and many FedEx employees serve as volunteers. FedEx was presented with the Henry Dunant International Partnership Excellence Award in gratitude for its generous contributions and longstanding commitment to the humanitarian mission of the organization.

About FedEx

FedEx Corp. (NYSE: FDX) provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenues of \$35 billion, the company offers integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its more than 280,000 employees and contractors to remain "absolutely, positively" focused on safety, the highest ethical and professional standards and the needs of their customers and communities. For more information, visit news.fedex.com.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

Contact:

Angela Spencer Ford
GlobalHue - MCM
248-331-1147
aspencerford@globalhue.com

About This Newsletter

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Multicultural Marketing Resources, Inc.
101 Fifth Avenue, Suite 10B
New York, NY 10003