



SUCCESS STORY | AIDS Walk NY Continues to Win With Kintera

"We're extremely thrilled with the results we've achieved using Kintera's online fundraising tools. Each year, more and more people are embracing the Internet, creating personalized websites, and raising incredible amounts of money for our cause. Thanks to Kintera, we've raised a record amount this year in the fight against AIDS."

Bill Brent,
Chief Operating Officer
MZA Events

Nearly \$6 Million has been Raised Online Using Kintera Technology

Before lacing up their walking shoes, nearly 7,000 of the 45,000 participants in the 2005 AIDS Walk New York logged on and raised a record-setting \$2.3 million in online donations using fundraising tools provided by Kintera, the leading provider of software as a service to the nonprofit sector. Approximately \$6 million has been raised online since 2002, when event participants were first offered personalized websites with linked email.

AIDS Walk New York – the world's largest AIDS fundraising event – is produced by the leading AIDS fundraising organization in the U.S., MZA Events, and benefits Gay Men's Health Crisis (GMHC).



Building Support Step by Step

Despite the successful fundraising results of previous AIDS Walks, in 2002 MZA Events wanted to reach even greater heights in New York by enhancing the online component of its fundraising strategies through grassroots marketing efforts. They hoped to create a fresh buzz, and make AIDS Walk New York even more successful by leveraging the power of the Internet to build momentum for the cause.

MZA had introduced online registration to New York participants in 2001, but did not at that time collect funds via the Internet or offer individual websites with linked email to the 40,000 participants.

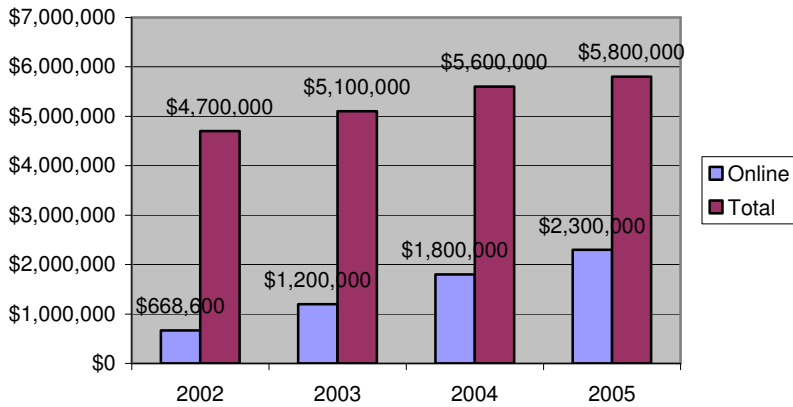
It was essential to MZA Events, beneficiary agencies of AIDS Walk New York, and participants that they knew in real-time the total funds raised throughout the campaign. This helped MZA to adjust their marketing efforts accordingly, assisted GMHC in planning their cash flow, and inspired donors and volunteers to donate more.

Since 2002, MZA Events has utilized Kintera's Friends Asking Friends® service that includes personal and customizable websites within the main AIDS Walk New York website at www.aidswalk.net/newyork and easy-to-use Internet tools to send solicitation emails to friends and family.

In each website the live, current total donation appears prominently in the middle of the main page so supporters are immediately inspired to contribute to the cause.

In addition, Kintera's Internet software, Kintera Sphere™, provided AIDS Walk organizers with an integrated service platform that includes event management modules, a sophisticated email communication system, AIDS Walk registration services, and advanced online donation solicitation functionality.

Money Raised



The amount raised online by AIDS Walk New York continues to increase each year. In fact, the organization has increased its online donations by 244 percent since 2002. To date, nearly \$6 million has been collected online.

Money Raised

2005 - 45,000 participants helped raise \$5.8 million, of which \$2.3 million was donated online. This represents a 28 percent increase from online revenue compared to 2004.

2004 - 45,000 participants helped raise \$5.6 million, of which \$1.8 million was donated online. This represents a 46 percent increase in online revenue compared to 2003.

2003 - 45,000 participants helped raise \$5.1 million, of which \$1.2 million was donated online. This represents an 82 percent increase in online revenue compared to 2002.

2002 - 42,000 participants helped raise \$4.7 million, a 10 percent increase in the total amount donated compared to 2001. Of that total amount raised, \$668,600 was donated online.

Participants' Results Using Friends Asking Friends

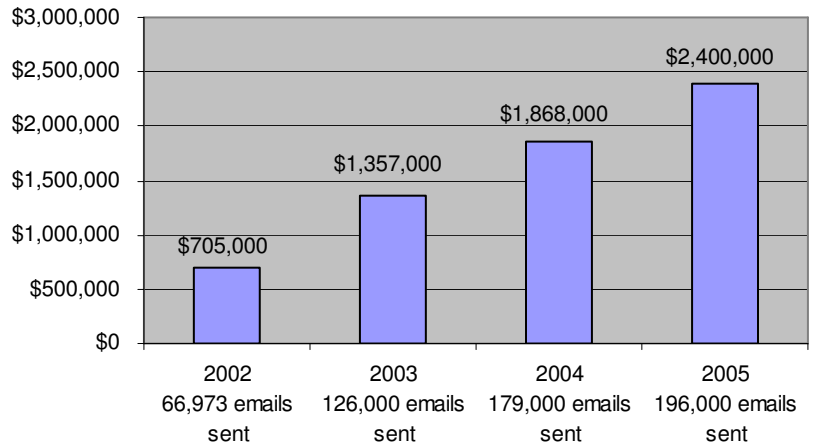
2005 - 7,094 online participants sent a total of 196,685 FAF emails, raising a total of \$2.4 million, online and offline. For each participant who sent FAF emails, the average raised was \$338 with an average of 28 emails sent.

2004 - 5,497 online participants sent a total of 178,981 FAF emails, raising \$1.9 million, online and offline. For each participant, the average raised was \$340 with an average of 32.6 emails sent.

2003 - 4,418 online participants sent a total of 125,889 FAF emails, raising \$1.4 million, online and offline. For each participant, the average raised was \$307 with an average of 29 emails sent.

2002 - 2,401 online participants sent a total of 66,973 FAF emails, raising \$705,488, online and offline. For each participant, the average raised was \$294 with an average of 27.9 emails sent.

Amount Raised Online & Offline Through FAF



AIDS Walk New York has seen the amount of money raised through Friends Asking Friends increase by 240 percent in the past four years. As the amount of money raised has increased, so too has the number of FAF emails sent – an increase of 193 percent.

About Kintera, Inc.

Kintera®, Inc. (NASDAQ: KNTA) provides an online solution to help nonprofit organizations deliver The Giving Experience™ to donors – including giving convenience, financial transparency, feedback about the social impact of their gifts, and a sense of belonging and appreciation. More than 15,000 accounts in the nonprofit, government and corporate sectors use Kintera's "software as a service" innovations, including the Friends Asking Friends® fundraising program and Kintera Sphere™, an enterprise-grade software platform that provides a secure, scalable and reliable system for customer relationship management (CRM), a web content management system (CMS) eMarketing and directed giving applications. Additionally, Kintera FundWare® provides award-winning financial management software developed for nonprofit organizations and governments. Kintera recently introduced the Kintera GivingFund™ payment option offering don Internet convenience for Donor Advised Funds (DAF) financial services. Nonprofits may now provide higher customer service to philanthropists through this new, innovative way to make major gifts online. The site is also a destination for consumers to connect with thousands of causes and organizations. For more information about Kintera's software and services, visit www.kintera.com.