

For Immediate Release
September 8, 2009

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First Haas/Give Something Back Scholar Honoring Paul Newman Named
Melissa Medina chosen for \$10,000 scholarship for socially responsible business at UC Berkeley

Oakland/Berkeley, CA – Incoming junior Melissa Medina has been chosen as the first recipient of the Give Something Back CSR (Corporate Social Responsibility) Scholarship in honor of Paul Newman at UC Berkeley. The scholarship, awarded through the Haas Center for Responsible Business, provides \$10,000 to a student with financial need who exhibits a strong interest in corporate social responsibility, and demonstrates outstanding leadership potential. Funded by Give Something Back Business Products, Inc. (GSB), the scholarship was established in honor of Paul Newman, actor and founder of Newman's Own, which donates all profits to charity, and which inspired the founding of GSB. Mr. Newman died on September 26, 2008.

Medina, from an underserved area in Greater Los Angeles, has been active in community service since high school. At UC Berkeley, where she is pursuing a double major in business administration and political science, she teaches business fundamentals to disadvantaged middle school students through the Young Entrepreneurs at Haas (YEAH) program, and is VP of Finance for Bear Minimum, a campus organization that sells bear hats and donates its profits to local charities.

"Melissa Medina is the kind of person my father would have been proud to know, and therefore is a great choice for the first Haas scholarship award," said Nell Newman, founder of Newman's Own Organics. "Her knowledge of the principles behind a socially responsible business and in particular, Newman's Own and Dad's work, was impressive. Her selfless and inquisitive nature combined with a sharp intellect will make her an asset wherever she goes."

"When Give Something Back was founded in 1991, there weren't trained business students coming out of schools looking for social responsibility as a component of their careers," said Alma Azarcon, GSB Human Resources and Community Relations Director. "Partly because of Paul and Nell Newman, and programs like Haas's, our business and others can now hire mission-driven young businesspeople educated to do both well and good. We're thrilled to help keep the torch burning and pass it on to the next generation of business leaders."

"We know that a huge percentage of Millennials want to have a positive impact on the world," said Jo Mackness, Executive Director, Center for Responsible Business, "and we are delighted that Give Something Back has enabled one of our most deserving undergrads to do just that."

Medina is delighted too. "This Give Something Back Scholarship relieves my financial tension. I want to have the ability to be ready to devote 110+% to my passion towards service oriented activities, and this scholarship represents the key to responsible, professional, and future success, which ultimately results in completing my life's dream - achieving my career aspirations and societal obligations to truly give back."

Mr. Newman was a founding funder the Center for Responsible Business and the Committee Encouraging Corporate Philanthropy. He honored GSB as one of the most generous companies in America, and for several years, Newman's Own and GSB partnered to award a Bay Area community activist.

To learn more about the scholarship or Give Something Back, visit <http://www.givesomethingback.com/> or <http://www.haas.berkeley.edu/responsiblebusiness/>

About Give Something Back Business Product, Inc.:

GSB provides more than 40,000 business products, including 6,000 sustainable and green products, at guaranteed low prices, and donates more than half its profits – over \$4 million to date – to community groups voted on by customers and staff. A certified Green Business and founding B Corporation that powers its headquarters with solar panels, it is the western states' largest independent office supplier.

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