

## ***THE HUFFINGTON POST'S FUNDRACE LAUNCHES FEATURE TO MAP GIVING TO PRESIDENTIAL CANDIDATES***

New York, NY, January 31, 2008 -- *The Huffington Post's FundRace* (<http://fundrace.huffingtonpost.com/>), an innovative website which makes it easy to track individual contributions to the presidential campaigns, announced today a new mapping feature which shows which cities, neighborhoods and blocks are giving to which candidates. The site will be updated tomorrow with year-end campaign finance report information released by the FEC after its deadline today.

"Now you can get a real birds-eye view of campaign contributions, making *HuffPost's FundRace* more addictive than ever," said Arianna Huffington, editor-in-chief and co-founder, *The Huffington Post*. "It's thrilling to be able to get a picture of which regions, towns, neighborhoods and houses are giving to which candidates. Ever wondered if all of Salt Lake really is Romney country? Or whether there are closet Republicans in Berkeley? Of if Central Park West votes as Democratic as Fifth Avenue is Republican? *HuffPost's FundRace* now shows the complete picture."

*HuffPost's FundRace* makes it simple to find the names and addresses of contributors to presidential candidates. The new mapping software combines contribution data from FEC reports with Google mapping technology to present a pictorial overview of campaign giving. Millions of dots, each representing each donor, can be seen in one map. The dynamic map can be adjusted to reveal a complete panoramic of the United States, with shaded portions in blue and red showing contributions to Democratic and Republican candidates. Users can zoom-in to street level, where contributions from homes are identified.

*HuffPost's FundRace* is a powerful weapon in the arsenal available to the public to understand the complex world of campaign finance. While newspapers and other websites examine the big picture -- how much has been raised and spent overall -- *HuffPost's FundRace* provides a means to look at campaigns from the bottom up. Users can search specific neighborhoods by zip code, and track the donations of individuals, whether they are friends, enemies, a suspected closet Republican, a rich uncle or the people you report to. The new mapping feature makes it simple to visually determine in which locations the candidates are doing well, average or poorly.

### **About *The Huffington Post* ([www.huffingtonpost.com](http://www.huffingtonpost.com))**

*The Huffington Post* is a leading online news and opinion site. Founded in 2005, "The Internet Newspaper" is a fast-growing site with over six million unique users each month and is the fifth-most-linked-to news and commentary site on the web, according to measurement firm Technorati. Community is a vibrant part of the success of *The Huffington Post*, which now has over 250,000 comments posted each month on the site. The site offers extensive coverage of politics, media, business, entertainment and living. *The Huffington Post* attracts an educated and affluent audience and provides a platform for 1,500+ influential opinion-makers who contribute in real-time on a wide-range of

topics making news today, including: Wesley Clark, Esther Dyson, Ari Emanuel, Nora Ephron, Mia Farrow, Russ Feingold, Al Franken, Gary Hart, Edward Kennedy, John Kerry, Vinod Khosla, Bill Maher, Nancy Pelosi, John Ridley, Margaret Cho, Harry Shearer and Alec Baldwin. A comprehensive list of *HuffPost* contributors can be found in its bloggers index: <http://www.huffingtonpost.com/theblog/index/>. *The Huffington Post* partners include SoftBank Capital, an independent venture capital firm focused on high growth technology based businesses, and Greycroft Partners, a venture capital partnership formed to invest in promising new companies in the digital media space.

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