

## Press Release

**KissBank** is a revolutionary website that will make the world a kinder place.

Launched October 1, 2011, KissBank is founded on two simple premises:

- x money is a bad way to judge a person's worth;**
- x there is a universal way to reward the kindness of friends and strangers alike.**

KissBank Founder Bob Duffield explains:

*"I wanted to see if there was a way to create a global economy based on kindness, generosity and affection instead of greed; it would be an economy in which millions of good deeds and good people would be rewarded."*

**Kissbank.com** is the hub of a new global currency based on the 'Kiss'.

*"The Kiss is a universal human expression of greeting, affection and thanks," says Bob. "It seemed to me that it would be the perfect unit for a new global currency based on rewarding kindness. Every Kiss in this economy is free and untainted by money. They only have a value when given to other people."*

KissBank works like this:

When you open a KissBank account, KissBank gives you 100 Kisses to spend immediately. After that, you get 100 Kisses every month for as long as you hold an active account.

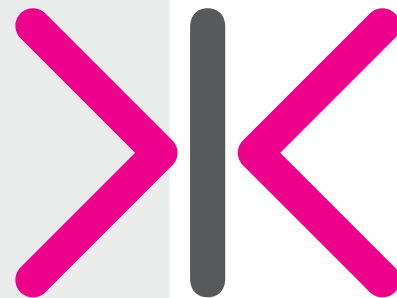
KissBank account holders then send out Kisses to reward acts of kindness, to keep in touch, to say thank you, or simply 'I love you'. Each Kiss sent carries a personal message written by the sender.

There are six kinds of Kisses that can be sent – **Hero Kiss, Friend Kiss, Thanks Kiss, Love Kiss, Congrats Kiss** and **Fan Kiss**.

You can send your Kisses anyway you want, send them to anyone you want. There is only one rule:

**You MUST give your Kisses away.**

But you get to keep every Kiss sent to you. Forever...



The Kiss currency symbol



**For more information on the KissBank revolution, please contact:**

Tel: +1 203 086 7876

Email: [media@kissbank.com](mailto:media@kissbank.com)

Web: [www.kissbank.com/contact-us](http://www.kissbank.com/contact-us)

- ❖ ❖ ❖ x Every month, KissBank updates your account – much like a traditional bank account – recording the Kisses you have sent and the Kisses you have received. Unsent Kisses from your opening or monthly allotments expire at the end of each calendar month.
- x KissBank tracks the Kisses in the system and publishes who has the most Kisses at any one time or place on the KissBank Index.
- x Every year on New Year's Day KissBank will announce the 'KissBank Rich List' – an annual roll call of those who have received the most Kisses globally and nationally from our account holders.
- x KissBank is more than just an online bank. It is global newsfeed featuring amazing tales of bravery, charity, courage and self-sacrifice – with many stories coming from our Account Holders.
- x KissBank News is an antidote to the 24/7 news cycle of death, disease and destruction. Our stories will raise the spirit because they show human beings at their very best - kind, helpful and altruistic.

*"These are early days. But I believe KissBank represents a shift away from the 'Me Me' generation towards a kinder, more connected society. This includes reaching out beyond your personal network of friends to reward the kindness of strangers."*

**KissBank is about You. Rewarding Other People.**



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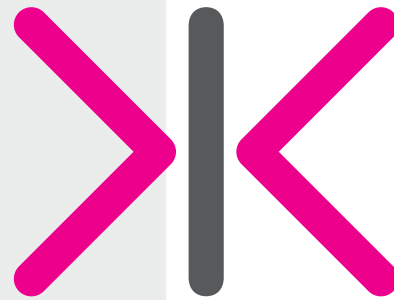
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## Overview

- x We believe that money is a bad way of judging someone's worth
- x We're offering an alternative: the world's first truly global currency: Kisses
- x KissBank.com lets you send and receive Kisses
- x You can send Kisses as rewards for acts of heroism or courage; or just to say 'thanks'
- x You can send six types of Kisses: Hero, Friend, Fan, Love, Thanks & Congrats
- x We give you 100 Kisses a month for FREE
- x There's only one rule – you can't keep them. Kisses must be given away
- x You only get to keep the Kisses you receive from others
- x We think this is a better way to reward friends and strangers alike; family, colleagues and the community
- x KissBank is a global news hub featuring incredible acts of bravery, charity, courage and self sacrifice – KissBank News shows the people at their best
- x Using the Kiss as a currency of social worth we can create a new economy underpinned by goodness
- x Join us. *Sign up for a free account today*
- x And get yourself Kissed!



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## Philosophy

**KissBank.com** believes that money is a bad way of judging someone's worth.

There are many good people in this world who enrich our lives for no material reward at all. But they remain unrecognised. Until now.

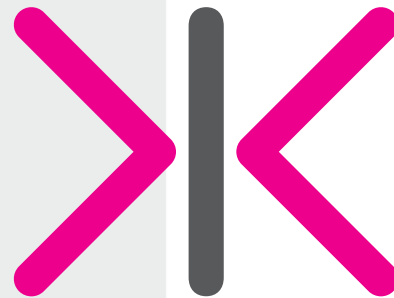
KissBank believes it is possible to create a currency based on kindness and good acts. The global unit of this currency is the 'Kiss' - which is given for acts of kindness, and received in appreciation.

This allows anyone to reward anyone anywhere on the planet - stranger or friend - for being a good person, and making the world a better place for us all to live in.

An economy based on kindness - where no money changes hands - will magnify and reward millions of small acts of goodness that go unrecognised every day.

### This is how it works...

- ✘ KissBank gives you **Kisses for free**. You MUST give them away.
- ✘ But you get to keep every Kiss sent to you. **Forever**.
- ✘ There are six kinds of Kisses that can be sent - **Hero Kiss, Friendship Kiss, Thanks Kiss, Love Kiss, Congrats Kiss** and **Fan Kiss**. And with every Kiss you send, you can add a personal and private message.
- ✘ When you open a KissBank account, we give you 100 Kisses to spend immediately and 100 Kisses every month. Your monthly KissBank Statement tracks Kisses Sent, and Kisses received.
- ✘ Every year on New Year's Day we will announce the **KissBank Rich List** - an annual roll call of those who have received the most Kisses globally and nationally from our account holders.
- ✘ KissBank is also a global news hub featuring incredible acts of bravery, charity, courage and self-sacrifice - with many stories coming from our Account Holders. **KissBank News shows people at their best**.
- ✘ KissBank is social networking revolution that recognises acts of humanity - big or small, local or global.
- ✘ **There are many truly good people in the world**. It's time they got the reward they deserve - a Kiss. From You.



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## A personal message



It was working in the heart of the City of London – as a business consultant and as an elected councilman in Guildhall – that I incubated the germ that became KissBank.

Throughout human history there have always been pyramids of wealth, status and power in economies defined by the exchange of goods and services. Only a few people make it to the pinnacle of that pyramid, and the vast majority remain at the bottom.

The idea of KissBank came to me as a lateral question. How would this change if we had an economy that gave a tangible value to acts of kindness? And how could we make this work?

It soon became blindingly obvious that a global social networking platform on the Internet could become the springboard for a new currency of appreciation for previously unrecognised and unpaid acts of kindness.

The beating heart of this economy is the unlikely proposition that you have to give away Kiss-currency in order for it to gain value. But to receive Kiss-currency from others would be a very special reward – and a personal affirmation almost beyond measure.

The other great feature of KissBank is that a Kiss in Chile is worth the same as a Kiss in China and Chingford. A currency of appreciation is not affected by exchange rates, market fluctuations and inflationary pressures.

So, the question that now remains – can we get the whole world Kissing? If we can, I genuinely think we can 'change the world one Kiss at a time'.

KissBank is a big idea – but at its core I believe there is something which chimes with our essential humanity; a desire and a need to help other people; and an equal desire to give credit where it is due.



**Bob Duffield**

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## Company & Management Team

**KissBank.com** is a revolutionary social networking website that believes it is possible to create a global currency based on kindness.

The global unit of this currency is the 'Kiss' – which is given and received in appreciation. An economy based on kindness – where no money changes hands – will magnify and reward millions of small acts of goodness that go unrecognised every day.

KissBank is also a global news hub featuring incredible acts of bravery, charity, courage and self-sacrifice – with many stories coming from our Account Holders. KissBank News shows people at their best.

KissBank was founded by Bob Duffield and Nigel Nicholson, both of whom are directors of the company and its principal shareholders.

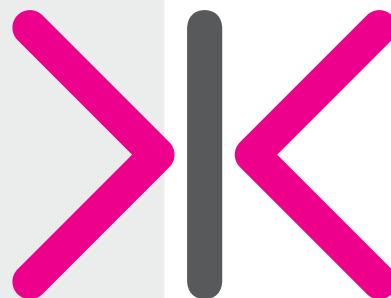
### **Bob Duffield** – *Chairman*

Bob studied Politics at Nottingham University and Social Anthropology at Hertford College, Oxford. He trained as a journalist eventually becoming a leading investigator for two award-winning TV documentary series – *Rough Justice* and *Trial and Error* – which uncovered new evidence that led to the release of more than 10 wrongly convicted prisoners. In 1999, Bob set up a business intelligence agency in the City of London, specialising in due diligence, litigation support and asset tracing. In 2004 Bob was elected to Guildhall as a councilman for the ward of Farringdon Within. Until recently was Chairman of the Port Health and Environmental Services Committee. He also sits on the City of London Corporation's Policy & Resources, and Police Committees.

### **Nigel Nicholson** – *Chief Executive Officer*

Nigel holds a degree in Pure Mathematics, and is a Deloitte qualified accountant. A former Merrill Lynch investment banker, he has wide experience in the media and film industry. He led the funding team for the feature film: *Nostradamus* (the biggest budget British film of 1993), and was Chairman of Cambrian Productions Limited, which staged classical music and jazz concerts internationally. He is currently Chairman of the Supervisory Board of Emporium SA, the holding company of the Paparazzi Cocktail Bar chain in Poland. He is also Chairman of Lagoon Developments Limited, which is developing 30 hectares of land on the Polish Baltic.

KissBank Limited is a UK-registered company (No. 7499717) with VAT Registration No. 115 5428 31. It is headquartered at Suite 21, 3 Ludgate Square, London EC4M 7AS. Its bankers are Lloyds TSB Bank, Knightsbridge Branch. Its lead legal advisers are the international law firm: Kennedys and its trademark advisers are Beck Greener.



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