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KPMG and First Book Team to Provide New Books to Children in Need Nationwide

WASHINGTON – (May 19, 2008) – First Book, the award-winning nonprofit organization placing new books into the hands of children in need, announces the launch of a collaboration with KPMG LLP, the U.S. audit, tax and advisory firm. KPMG has contributed \$250,000 and sponsored the distribution of more than 200,000 brand new books to children from low-income families nationwide in 2008.

First Book is teaming with KPMG's Family for Literacy, a bold initiative that organizes volunteers to fund the purchase of books, conduct reading programs in schools, and work with existing literacy programs to distribute books supplied by First Book. The program initially launched in seven key cities in 2008, including Denver, CO, Minneapolis, MN, Washington DC/Tysons Corner, VA, Short Hills, NJ, Montvale, NJ, Stamford, CT, and Houston, TX.

KPMG partners and staff embracing this comprehensive new program are joined by family, friends, alumni and retirees of KPMG in this vital effort to help ensure that disadvantaged children have new books to treasure for a lifetime.

"We applaud KPMG for weaving First Book into the fabric of their philanthropic and community values in such a sweeping and tangible way," said Kyle Zimmer, president of First Book. "Thanks to the vision of Susan Flynn and Beth Veihmeyer, spouses of KPMG LLP's chairman and deputy chairman, who helped galvanize all segments of KPMG in this cause, KPMG is making an enormous and lasting impact on the lives of children served by First Book."

KPMG's Family for Literacy participants will also reach out through their own professional and personal networks to register existing community literacy programs with First Book, enabling these groups to gain permanent access to a steady stream of new books for the children they serve.

"Encouraging children to read is absolutely crucial to their development and future learning potential," said Timothy P. Flynn, chairman and CEO of KPMG LLP. "First Book is an excellent organization with a compelling mission and a 15-year record of accomplishment. Together we can open new worlds of possibility for children who need books in their lives," said Flynn.

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“KPMG has a long tradition of assisting not-for-profit institutions and serving the communities in which its partners and employees live and work,” said John Veihmeyer, deputy chairman of KPMG LLP. “Teaming with First Book furthers our commitment to youth and education and gives our professionals as well as our families, friends, alumni and retirees a chance to make a difference in the life of a child.”

About KPMG LLP

KPMG LLP, the audit, tax and advisory firm (www.us.kpmg.com), is the U.S. member firm of KPMG International. KPMG International’s member firms have 123,000 professionals, including more than 7,100 partners, in 145 countries.

About First Book

First Book is a nonprofit organization with a simple mission: to give children from low-income families the opportunity to read and own their first new books. Through hundreds of local Advisory Boards, the First Book National Book Bank, and the First Book Marketplace, the organization provides an ongoing supply of new books to children participating in community-based mentoring, tutoring, and family literacy programs. First Book has provided more than 50 million new books to children in need in thousands of communities nationwide. For more information about First Book, please visit www.FirstBook.org or call 866-393-1222.

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