

Press Release:

**Zeb's General Store
November 1, 2006**

Zeb's General Store Donates \$10,000 to the Zeb's General Store Charitable Fund

Zeb's General Store has made a historic announcement with the announcement of the creation of a special charitable fund in the name of the store. The store has contributed \$10,000 to the fund. The fund will be dedicated to organizations that assist children in the valley. It is the intention of the ownership of Zeb's to have the principal of the fund grow each year with annual contributions of \$10,000 by the store, plus investment income, such that the fund will become one of the Mt. Washington Valley's most recognizable charitable institutions in the years ahead. Terms of grants from the fund are contained on the Zeb's General Store website (www.zeb.com). Grants will be limited at the outset to three grants per year and will not exceed \$2,000 per grant.

The fund will accept contributions from other sources. It is currently a subsidiary of the Zeb's corporation. A nonprofit status will be sought in future years as the assets of the fund grow.

"Co-owner Peter Edwards and I have been discussing this concept for several years," stated David Peterson. "This is the most difficult time for us to actually do this, given the impact of the village construction on the business. But we also felt strongly about getting it done and being one of the leaders in the valley for charitable giving. The extent of our involvement in the community was one of the contributing factors in the selection of the store at the New Hampshire Retailer of the Year in 2006 by *Business NH Magazine* and the Retail Merchants Association of New Hampshire. This recognition has reinforced our desire to continue our commitment to the community."

Zeb's will continue to selectively support the many causes in the Mt. Washington Valley with gift baskets and other contributions. The business will steer certain solicitations to make an application to the Zeb's Charitable Fund if the organization qualify for consideration by the fund.

Please refer to the Zeb's General Store website for information on the Zeb's Charitable Fund.