



## GreenCar Hawaii and UserLink Join EF Hawai'i

February 26, 2010 – The Entrepreneurs Foundation of Hawai'i is pleased to announce that GreenCar Hawaii and UserLink have become member companies. GreenCar Hawaii provides a car-sharing service for the visitor industry. UserLink provides tools for developers of mobile software, content, and services.

With donations of equity to EF Hawai'i, GreenCar Hawaii and UserLink have made a commitment to corporate philanthropy and community involvement. When GreenCar Hawaii or UserLink has a liquidity event, EF Hawai'i will sell its shares and use the proceeds to establish a charitable fund for the company. While awaiting the liquidity event, EF Hawai'i will help connect GreenCar Hawaii and UserLink to community service activities that fit their interests and resources.

EF Hawai'i thanks GreenCar Hawaii founders Warren Doi and Justin MacNaughton, and UserLink CEO Bruce Kim, for their generous grants and for their companies' commitment to giving back to the Hawai'i community.

### About GreenCar Hawaii



**GreenCar Hawaii** is introducing a sustainable transportation alternative for Hawaii's largest industry, travel & tourism, by offering the first car-share service in the state. GreenCar Hawaii provides convenient access to electric-hybrid SUVs at the guest's hotel (no waiting at the rental car agency) and hourly service at an all-inclusive rate.

GreenCar Hawaii reduces traffic and emissions by taking cars off the road and providing only electric-hybrid and zero emission vehicles. The company's vision is to build a full-service green platform in Hawaii, for Hawaii, and by Hawaii.

## About UserLink



**UserLink** provides the tools that developers of mobile software, content, and services need to improve their customer acquisition and retention through improved customer support, community building, and social networking. The UserLink cloud-based service platform and proprietary client software give developers the ability to cost-effectively outsource their customer relationship management so they can focus on building their core value. The UserLink system can operate on the full range of web-enabled mobile devices from smartphones such as the Apple iPhone and Google Android-based phones to the next generation mobile tablet devices such as the Apple iPad and Amazon Kindle.

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## About EF Hawai'i

The Entrepreneurs Foundation of Hawai'i, a 501(c)(3) nonprofit organization, engages entrepreneurial companies in community service and philanthropy.

- Community service: EF Hawai'i helps companies establish a community service program for their employees.
- Philanthropy: EF Hawai'i accepts donations of company equity. When there is a liquidity event, EF Hawai'i places 50% of the proceeds in a company-advised charitable fund. The remainder is retained by EF Hawai'i to support its programs.

For more information, please visit [www.efhawaii.org](http://www.efhawaii.org) or e-mail [info@efhawaii.org](mailto:info@efhawaii.org).

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