



For Immediate Release

ONE ECONOMY AND LOCAL PARTNERS LAUNCH NAZARETH'S FIRST COMMUNITY-DRIVEN MULTI-LINGUAL WEB PORTAL: <http://Nazareth.TheBeehive.org>

Connects Residents to Community Resources in Arabic, Hebrew and English

March 10, 2010 Nazareth, Israel— One Economy, a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people, today unveiled Nazareth's first community-driven web portal in multiple languages called the Nazareth Beehive, <http://Nazareth.theBeehive.org>. The website targets low-income residents of Nazareth, offering information and local and national resources in simple language as a tool for these residents to improve their lives. Thanks to a grant from Cisco, One Economy partnered with the Nazareth Municipality and Appleseeds Academy, an Israeli technology-based community development nonprofit, to provide content in Arabic, Hebrew, and English.

The partners previewed the website at the opening of the Nazareth Community Knowledge Center, which is funded by Cisco. The Community Knowledge Center will provide computers, Internet access and digital literacy programs for low-income residents of Nazareth and feature the Nazareth Beehive on its homepage.

The Nazareth Beehive holds accessible information and tools for making good decisions for a better life. For example, it offers advice that helps people choose the right school for their children and help them with homework, learn how to cook healthy meals, determine how to prepare for and take the Israeli college entrance exam, understand how to craft and stick to a budget, and learn how to manage and apply for a credit card.

The Mayor of Nazareth, Ramiz Jaraisy and General Manager of Cisco Systems Israel Boaz Maoz were among the special guests in attendance at the launch event.

“With Cisco’s support, One Economy and our partners have taken a giant step towards providing both the Arabic and Hebrew speaking communities of Nazareth, with tools and information they need to improve the quality of their lives,” said Moustafa Mourad, Interim President of One Economy. “To us this is development in the 21st century.”

Arab Israelis lag behind non-Arab Israelis in internet use. While 73% of non-Arab Israelis uses the internet, only 37% of Israeli’s Arab population is connected to broadband services. One of the barriers to the use of the internet amongst Israel’s Arab populations is the lack of affordable access and content in Arabic.

“Appleseeds Academy is proud to be partnering with Nazareth Municipality, Cisco, and One Economy,” said Aya Laor, Director of Business Development, Appleseeds Academy “The Beehive is a unique platform that will allow Nazareth residents who speak Arabic and Hebrew to connect with information that matters the most to them such as health, jobs, money, education and local culture.”

One Economy recognizes that access to information on the Internet can mean the difference between economic prosperity and poverty for communities around the world. One Economy uses a unique approach in bringing broadband access and resources to global communities, engaging individuals, corporations, local governments and nongovernmental agencies (NGOs) in a participatory process to address specific and unique needs in economic development, broadband affordability, access and content.

To date, with the collaborative efforts of partners like Cisco, One Economy has launched community web portals (beehives), knowledge centers and digital literacy training programs in 42 U.S. States; and in Ethiopia, Jordan, Kenya, Rwanda, South Africa, and Turkey. One Economy is currently developing new Beehives for Cameroon, Mexico and Nigeria.

“Cisco recognizes the power partnerships like this one in engaging, inspiring and empowering residents of Nazareth and all over the world,” said Zika Abzuk, Manager of Cisco Corporate Affairs, responsible for Europe, Middle East and Africa “It is this kind of partnership and this type of community engagement that can transform lives.”

About One Economy:

One Economy is a global non-profit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy’s online tools and resources including public-purpose media at www.pic.tv to build better lives. Learn more at www.one-economy.com. To date, One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, and the Middle East.

About Appleseeds Academy:

Appleseeds Academy works to reduce social gaps by using technological tools. It specializes in the creation, management, and operation of advanced technologies and educational programs.

About Cisco:

Cisco, (NASDAQ: CSCO), the worldwide leader in networking that transforms how people connect, communicate and collaborate, this year celebrates 25 years of technology innovation, operational excellence and corporate social responsibility. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

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