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MOONTOAST TO HOST VINCE GILL AUCTION EVENT *Proceeds to Benefit Challenge America*

Aspen, Colo. (March 31, 2010) – Social commerce network, **Moontoast.com** recently announced the launch of an auction that will partner the website with Country Music Hall of Fame member **Vince Gill** to benefit local nonprofit **Challenge America**. Moontoast, a site which connects Guides (“those who know”) and Explorers (“those who want to know”), will invite people to bid online for a chance to win one-on-one time with Gill. The highest bidder will receive 90 minutes of Gill’s time and can choose to experience it either in person, via phone or via Moontoast’s Live Video Player. The winner can talk guitars, get some golf tips or just hang out.

The auction began March 25 and will run through midnight (CDT) on April 16, 2010. Go to:
<http://www.moontoast.com/vincegill/ChallengeAmerica>

“We are seeing lots of brands and individuals embrace the Moontoast platform as a way to monetize their knowledge, experience and expertise, but Vince is the first to use Moontoast for philanthropy. We think he’s going to raise a lot of money for Challenge America, and at the same time show other artists, athletes and celebrities that Moontoast can be an efficient and effective vehicle for good,” said Moontoast Chief Marketing Officer, Michael Haje.

"The funds raised through this innovative, online auction will help Challenge America continue to 'connect the dots' for our country's returning injured military and their families to resources for a successful transition from battlefield to home front," said Houston Cowan, Challenge America founder and executive director.

About Challenge America

Challenge America is a national initiative to provide support to our country’s returning wounded military. Challenge America’s mission is to work with communities across the United States in linking new and existing services and supporting the development of recreational and occupational programs to better serve returning injured military and their families.

Gill, along with his wife Amy Grant, helped officially launch Challenge America with a star-studded concert event to honor wounded warriors in Washington, DC in 2009.

About Moontoast

Moontoast is a social commerce network for people to pursue and promote their passions through personal relationships. Moontoast simply connects those who know, with those who want to know.

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