



Hill Harper Invests in Zorch International, Inc.

CHICAGO; 2007 - Zorch International has found an investor from an unlikely source: Hollywood. *CSI: New York's* Hill Harper joined the Zorch team as an investor in December of 2006. Not only has Harper expressed an interest in Zorch's corporate model, but he also shares a similar desire to mentor today's youth. On January 13, Harper addressed Chicago public high schoolers, as well as signing 600 copies of his book, *Letters to a Young Brother: MANifest Your Destiny*.

Beginning in October 2006, Harper and Zorch CEO Nicole Loftus started communicating; what began as a mere acquaintanceship transformed into a symbiotic union. While Harper was fascinated by the unique Zorch model Loftus was similarly surprised by Harper's business acumen. "I was impressed with how quickly he understood the model; he grasped the company's value proposition faster than anyone I've met," she stated. Later in the year, Harper took on the role of an angel investor through his undisclosed endowment to the company. Harper also discerned the business opportunity as a means of providing value and substance. His dedication to preserving and inspiring today's youth is easily discernable through his foundation: MANifest Your Destiny.

Through this medium of altruistic outreach, Harper encourages young men to succeed intellectually through reading. As stated on the foundation's website, "the philosophy behind the organization is to provide young men with nurturing support systems, resources, encouragement, and guidance through mentorship, scholarship, and grant programs." While Harper is able to use his celebrity status as a selling point and means of attraction for the teenagers he aims to influence, it is his background as an academic that allows him to properly relate to the young men, and convey the importance of education and schooling. Prior to becoming a film actor and television star, Harper attained an undergraduate degree from Brown University, and later received graduate degrees from Harvard University in both law and public administration.

Loftus connected Harper to Real Men Read, organized by Board of Education President Rufus Williams. Real Men Read emphasizes the importance of mentorship by granting men the opportunity to read to students each month. Zorch has been active in the Chicago community long before Harper's joining the investment team. Three years ago, Nicole attended the annual Principal for a Day campaign sponsored by Chicago Mayor Richard Daley. Loftus participated in the program, and zealously took on the role of principal to the students at Moses Vine Preparatory Academy. The Principal for a Day program also enabled Loftus to launch Future Entrepreneur's in 2005; this allowed students from Moses Vine to design their own business plans, thus honing skills which will be applicable to them later in life as they search out potential careers. In March, Zorch provided Moses Vine students with autographed copies of Harper's book when they visited the office.

Harper has since appeared on *The Oprah Winfrey Show*, which aired May 31. Deemed a 'visionary' by the influential host, Harper visited an Orange County jail in Orlando, Florida, where he spoke one-on-one with juvenile inmates, and hosted several group discussions for the young men. Similar to his involvement with the Real Men Read campaign, Harper focused on the importance of mentorship, and its effect on the young men of today. Harper also discussed his involvement with the Big Brothers, Big Sisters organization.

Zorch International is a promotional marketing company that focuses on branding. Four years ago, Zorch, a Women's Business Enterprise, developed an innovative supply chain model that eliminates redundant layers and connects the manufacturer with the end user buyer. Unlike other companies, Zorch serves as a bridge between the manufacturer and the client in order to ensure order accuracy, brand protection, and a guaranteed 25% savings. Large global corporations such as AT&T, BP and Citigroup have been Zorched. Headquartered in Chicago, Zorch also has offices in New York City, Los Angeles, and London.

