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AMERICAN RED CROSS IN GREATER NEW YORK ELECTS FOUR NEW BOARD MEMBERS

New York, NY, July 18, 2005... The American Red Cross in Greater New York (ARC/GNY) has announced that four new members have joined its Board of Directors. They are:

- Martin S. Begun, Principal, Reiter/Begun Associates, LLC
- Rosa M. Sabater, Senior Vice President, Customer Service Solutions American Express
- Peter M. Rapaport, Private Wealth Management, Maxim Group LLC
- Gloria McCarthy, Chief Operating Officer, Empire Blue Cross Blue Shield

The Board now consists of 37 New Yorkers from a range of industries including business, communications, finance and healthcare. William Gray, President, Ogilvy & Mather New York, is Chairman of the Board, William H. Weed, President, Ray & Berndtson and Frank Petrili, former CEO of TD Waterhouse are Vice-Chairmen.

Martin Begun, Principal in the public policy firm of Reiter/Begun Associates, also serves as the Board Chair of the New Milford Hospital Foundation in Connecticut and Chair of the Advisory Board of the School of Public Affairs of Baruch College-City University of New York. Mr. Begun spent more than 35 years at the New York University School of Medicine and Medical Center as Senior Associate Dean and Vice President. He and his wife Louise Sunshine reside in New York City.

Rosa Sabater is the Senior Vice President of Customer Service Solutions at American Express. She joined American Express in 1994 as Vice President, Strategic Planning, and served as Vice President and General Manager of Small Business Charge Cards from 2001 to 2004.

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Previously she was with Booz, Allen & Hamilton. A graduate of Yale University, Ms. Sabater earned an MBA from the Wharton School at the University of Pennsylvania. She is married and has two children.

Peter Rapaport manages funds in the Private Wealth Management division of the Maxim Group. A cum laude graduate of the University of Pennsylvania with a dual degree in Mathematics and Psychology, he went on to the University of Colorado where he achieved both an MA and a Ph.D. in Psychology and then earned an MBA in Finance from the University of Portland. He lives with his wife Heloisa in Brooklyn Heights.

Gloria McCarthy is Executive Vice President and Chief Operating Officer for Empire Blue Cross Blue Shield. She recently served as the Co-chair of the Cardinal Spellman High School Capital Plan Fundraising Committee, sits on several Blue Cross Blue Shield charitable committees and was the recipient of a YWCA Women Achiever Award. She holds a BA in Economics from the Herbert H. Lehman College and an MBA from Iona College. Ms. McCarthy lives in Blauvelt, New York.

Now in its 100th year, the American Red Cross helps people in New York City and four adjacent counties avoid, prepare for and respond to emergencies. ARC/GNY provides immediate aid to those affected by more than 3,000 emergencies a year -- from fires and water main breaks, to building collapses and blackouts. The Red Cross also helps New Yorkers stay prepared for emergencies by offering hundreds of health and safety courses on such subjects as First Aid, Disaster Preparedness, Swim Safety and Adult/Child CPR throughout the region. For more information, call **1-877 RED-CROSS** or visit www.nyredcross.org.

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