



Dear PSA Director,

Help support Smile Train by sharing our inspiring, new public service announcement, ***Smile Stories: Ever***, with your audiences.

Like more than 200,000 children each year, Ever was born with a cleft which can mean difficulty breathing, eating and speaking. These are barriers that could keep Ever from writing his full smile story. Ever, and so many kids like him, are now able to live a happy, healthy life due to the cleft surgery and related care provided to them at no cost by Smile Train.

You can make a difference in the lives of children like Ever by airing the 15, 30, and 60-second ***Smile Stories: Ever*** PSAs as soon, and as often, as possible. Download all versions at psadirect.com/smiletrain.

For more information about Smile Train and how they help children around the world write their full smile story, visit smiletrain.org.

Thank you in advance for your support of Smile Train. If you have any questions regarding PSA formats or media distribution, please contact Taylor McMahon at smiletrain@psadirect.com or 703-348-6982.

Sincerely,

Jake Tolan
Senior Manager of Direct Marketing, Smile Train

Smile Stories: Ever (60)

FINAL TRANSCRIPT

AUDIO	VISUAL
<p>Everybody has a Smile Story. That list of everyday joys that bring a smile to your face.</p> <p>This is Ever.</p> <p>His Smile Story is like most kids'... Playing soccer, Swimming, Hanging out with his friends. But that's not how Ever's Smile Story started.</p> <p>Ever, like more than 170,000 children each year, was born with a cleft, Which can mean difficulty breathing, eating, drinking, Issues with hearing and speech, Barriers that could keep Ever from writing his full Smile Story. Enter Smile Train. Since 1999, Smile Train has helped millions of children with clefts around the world,</p> <p>Empowering local doctors and hospitals to provide cleft surgery and related care at no cost to patients' families.</p> <p>So kids like Ever find their forever smile and have every opportunity to write their Smile Story.</p> <p>Learn how you can help Smile Train write the next Smile Story at smiletrain.org/learn.</p>	<p>Visuals: Mix of Smile Train footage (patients, post-care, kids playing, establishing shots, b-roll, etc.) and non-specific positive, emotional, uplifting stock footage.</p> <p>Transition to footage of Ever (post-care). Smiling, laughing, having fun. Text Overlay: Smile Stories: Ever</p> <p>Footage corresponds with what we're hearing in the voice over.</p> <p>Transition to footage of Ever, pre-care.</p> <p>Footage of Ever receiving treatment: working with doctors, speech therapy sessions</p> <p>Footage of other Smile Train and medical partners in communities around the world. Focus on care and post-care.</p> <p>Ever, smiling and laughing post-care.</p> <p>Text: smiletrain.org/learn <Smile Train logo></p>

Smile Stories: Ever (30)

FINAL TRANSCRIPT

AUDIO	VISUAL
<p>This is Ever.</p> <p>And this is what makes Ever smile.</p> <p>This is his Smile Story.</p> <p>But it's not how his story started.</p> <p>Ever, like thousands of children each year, was born with a cleft, endangering his health and possibly limiting his Smile Story. Smile Train has helped millions of kids like Ever get the care they need, so they can find their forever smile and write their full Smile Story.</p> <p>Learn more at smiletrain.org/learn.</p>	<p>Footage of Ever, post-care. Smiling, laughing, having fun.</p> <p>Ever playing soccer, swimming, playing with other children. Text overlay remains over top.</p> <p>Transition to footage of Ever, pre-care.</p> <p>Footage of Ever and other Smile Train patients receiving treatment: working with doctors, speech therapy sessions, etc.</p> <p>Ever and more Smile Train patients post-care, smiling and laughing.</p> <p>Text Overlay: Learn More smiletrain.org/learn <Smile Train logo></p>

Smile Stories: Ever (15)

FINAL TRANSCRIPT

AUDIO	VISUAL
<p>Since 1999, Smile Train has helped millions of kids like Ever.</p> <p>Kids born with a cleft, get the life changing care they need.</p> <p>So they can write their full Smile Story.</p> <p>Learn more at smiletrain.org/learn.</p>	<p>Ever playing soccer, swimming, playing with other children. Text overlay remains over top.</p> <p>Ever and more Smile Train patients post-care, smiling and laughing.</p> <p>Text Overlay: Learn More smiletrain.org/learn <Smile Train logo></p>



IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248558532
Sep. 02, 2008 LTR 4168C E0
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00024719
BODC: TE

SMILE TRAIN INC
41 MADISON AVE 28TH FL
NEW YORK NY 10010-2202994

Employer Identification Number: 13-3661416
Person to Contact: Mr. Lafollette
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of Aug. 21, 2008, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in January 1993, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I

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