



FOR IMMEDIATE RELEASE

ARZU STUDIO HOPE UNVEILS WOMEN'S COMMUNITY CENTER IN AFGHANISTAN
Unique Social Business Enterprise Expands With New Center in Bamyan Province

Chicago, IL, January 6, 2010—ARZU STUDIO HOPE (ARZU, Inc.) launched a Women's Community Center in the Bamyan Province of Afghanistan on December 15, 2009. This center is part of ARZU's most ambitious initiative to date: the construction of a privately funded "trio" of community facilities in Bamyan Province. In addition to the community center, the trio also includes a Community Garden/Greenhouse and a Sports/Wellness Complex.

Over 50 guests attended the opening ceremony. The Bamyan Governor Habiba Surabi and ARZU STUDIO HOPE Program Director Razia Jan cut the green, red, and gold ribbon together. The year-round multipurpose compound houses a heated, indoor "Laundromat," a large loom room to accommodate large weaving looms, a tea room where women can socialize, and a large classroom as well as several other amenities previously unavailable to women in the rural area.

"We all worked so hard to make this happen and I am so happy that we could make it happen for women who have nothing," says ARZU STUDIO HOPE Program Director Razia Jan. "The buildings are beautiful. Everything is the best quality. I know what I want for myself and I want even better for these women."

ARZU evolved to become ARZU STUDIO HOPE to explore expansion through new artisan-to-designer collaborations, sales, and promotional partnerships, new product opportunities, licensing of its unique social business capability, and continued support of women struggling in other countries of need throughout the world.

About ARZU STUDIO HOPE

ARZU STUDIO HOPE believes in a holistic approach to sustainable poverty alleviation through women's economic empowerment, access to education, healthcare, water, and community development.

Arzu, which means hope in Dari, is an innovative model of social entrepreneurship that helps Afghan women weavers, their families, and their communities, by providing steady, fair labor income to produce high-quality, hand-knotted wool rugs produced from homes. While structured as a 501(c)(3) in the United States and an international NGO in Afghanistan, Arzu, Inc. (*ARZU STUDIO HOPE™*) operates as a "for-benefit" corporation, using private sector practices to create jobs in desperately poor rural villages where little opportunity exists.

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