

WINNICK FAMILY *Foundation*

Gary Winnick Featured in Mosaic Magazine

LOS ANGELES CA – March 19, 2008 – A recent issue of Mosaic, the magazine of the Jewish Federation of Greater Los Angeles, featured a profile of entrepreneur, philanthropist and visionary Gary Winnick in its recent issue.

The article highlights Mr. Winnick's career in the communications, financial and environmentally friendly concrete industries -- in addition to celebrating his substantial contributions to Los Angeles, the United States and international charitable causes.

The Mosaic profile of Mr. Winnick focused on the complementary nature of Mr. Winnick's business and charitable pursuits. Acknowledging his good fortune in business, Mr. Winnick concludes that his abilities as an entrepreneur have only imbued him with a greater sense of responsibility to improve the community. "As far as I'm concerned, I wish I did ten times more," noted Mr. Winnick at the close of the profile." But I'm not done yet."

The chief vehicle through which Mr. Winnick makes his philanthropic contributions is The Winnick Family Foundation, which he oversees in tandem with his wife, Karen, and the Foundation Director, Rosalie Zalis. The Winnick Family Foundation's recent activities include the funding of the largest volunteer children's literacy program in Los Angeles, the annual sponsoring of four research fellows at Cedars-Sinai, and the hosting of a major rally on behalf of the Los Angeles Police Foundation Scholarship Fund.

All of these causes are ones that Mr. Winnick is dedicated to supporting in unusually hands-on fashion. For example, at the rally on behalf of the Los Angeles Police Foundation Scholarship Fund, Mr. Winnick addressed the audience himself with a passionate, personal appeal to his fellow Los Angeles residents that they not take the safety of their children for granted, but instead "take responsibility for the community" by supporting the law enforcement personnel charged with keeping the streets of the city safe for everyone.

The integrated nature of Mr. Winnick's business pursuits can be clearly seen in his latest venture, iCRETE, a concrete business that uses breakthrough technology to dramatically reduce the carbon dioxide released in its concrete mix by using 40% less cement than conventional techniques. Mr. Winnick envisions the act of taking responsibility for the climate as part and parcel of his larger commitment to taking responsibility for the community.

iCRETE has recently been chosen as the concrete for the Freedom Tower in New York City, among other projects.

SOURCE

Rosalie Zalis, +1-310-499-5430, for Pacific Capital Group