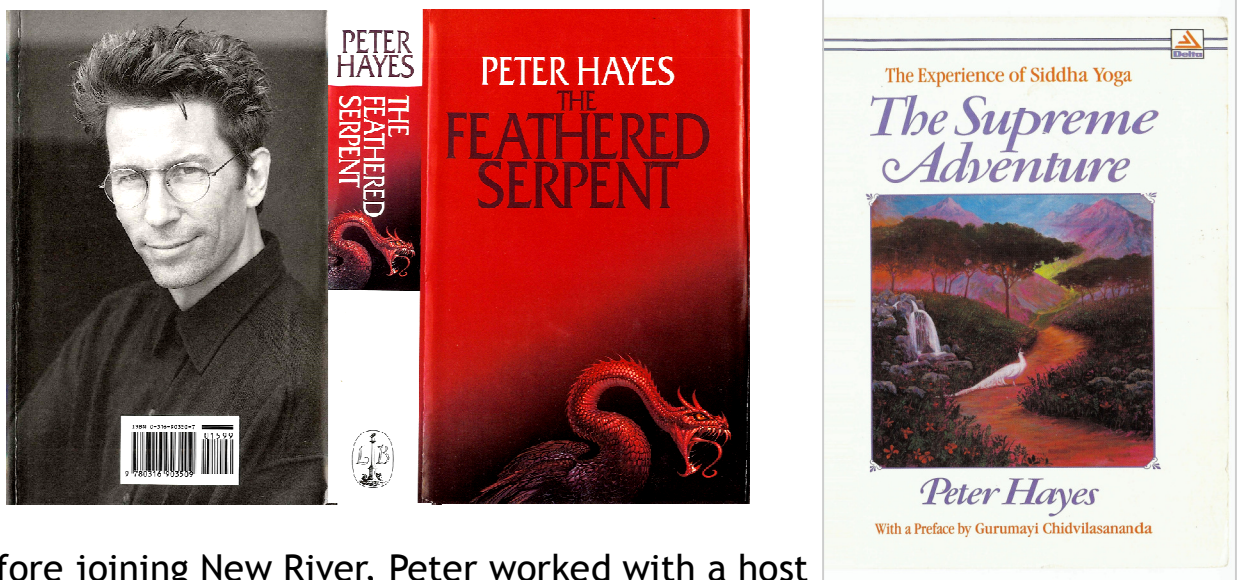


## PETER HAYES NEW RIVER CEO

PETER HAYES is a writer, musician and business consultant. His prize-winning short fiction has appeared in *The Atlantic Monthly*, and he is author of *The Feathered Serpent* (Little, Brown) and *The Supreme Adventure* (Dell/Delta), a best-selling book on personal growth, along with numerous articles on subjects as varied as business planning, mythology and meditation.

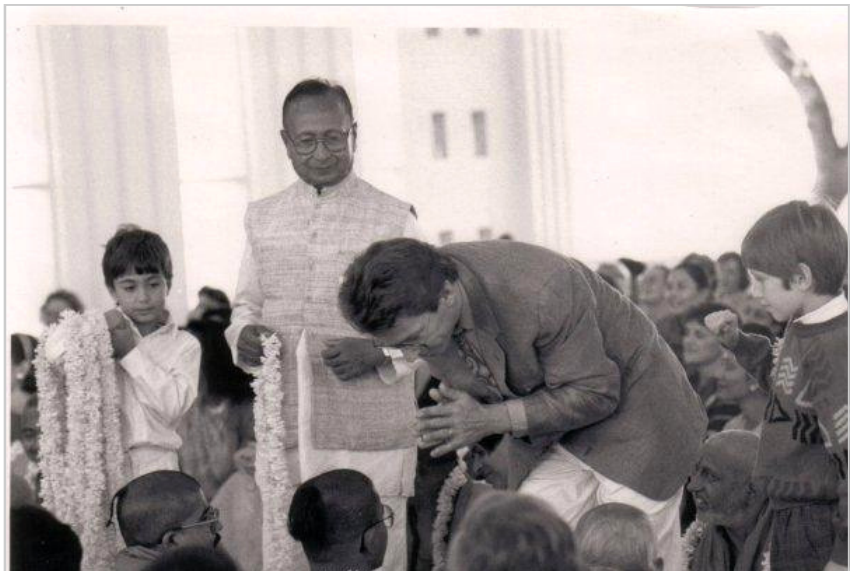


Before joining New River, Peter worked with a host of non-profits, helping them adopt best business practices, fundraise, and to publicize their organizations. He also writes a bi-monthly column for *Contribute* on the philosophy of philanthropy.

From 2006-7, Peter was a consultant to American International Group's Office of Corporate Affairs, formulating and communicating AIG's philanthropic policies and programs. His work included the creation of AIG's corporate responsibility website, counsel and consulting on its adoption of a climate change policy (the first U.S. insurer to do so), as well as communications and public relations for AIG's ongoing gifts and largesse. (See page 4 for some of the publicity and praise AIG has received.)

From 1995 to 2000, Peter served as Director of Training at *Sheppard Associates*, now a *Ketchum/Omnicom* company, From 1993 to 1995, Peter was a Partner at *Entheos*, working closely with Pentagon and civilian Directors of the *U.S. Defense Logistics Agency*.

From 1987 to 1992, Peter was Head of Programming and on the Board of Directors of the *SYDA Foundation* – an international nonprofit – living, traveling, speaking and teaching throughout India, China, Japan and Australia. During this time, he participated in and helped to organize, publicize and support the Foundation’s philanthropic work in India’s Tansa Valley, including the construction of hundreds of brick dwellings, fortified milk for 1,500 school children daily, a mobile hospital serving 40,000 rural villagers annually, and two highly-successful eye camps that provided free corrective cataract surgery to indigent villagers, fitting them with intraocular lenses.



Honoring the Brahmins  
India, 1990

Peter was educated at Phillips Exeter Academy and at Harvard College, where he studied English, and writing with the novelist and short story writer, Bernard Malamud. At Exeter he met M.Z. Ribalow, now New River’s Artistic Director, beginning a friendship and association that has lasted through the years.

Peter's interest in philanthropy began the summer he was seventeen, when he worked with children, teens and pensioners as a Winant-Clayton Volunteer in the blitzed-out slums of Liverpool, England.



Peter, Uma & Siddhartha Hayes  
NYC 1992

Peter lives in New York's Hudson Valley with his wife, Uma, and his now teenage son, Siddhartha. He fronts the band *Petey-Boy* ([www.petey-boy.com](http://www.petey-boy.com)).







"This is very exciting... we have a substantial increase in the base of people all across of the world eligible for micro finance and we should be grateful to AIG and ACCION for their role in doing that."

- President William J. Clinton,  
September 21, 2006

From left: Martin J. Sullivan, AIG President and CEO; former President William J. Clinton; Maria Otero, ACCION President and CEO

## **AIG Launches Multimillion Dollar Global Microfinance Innovation Program with ACCION**

*AIG's Commitment Propels Microfinance to Next Stage of Global Poverty Alleviation; Will Create Faster Access to New Financial Services for Poor People*

**BOSTON, Mass., September 22, 2006** -- American International Group, Inc. (AIG) announced today at the Clinton Global Initiative (CGI) a \$5.25 million, three-year partnership with ACCION International that will help ACCION deliver financial services and literacy programs to three million entrepreneurial poor in 33 countries, dramatically expanding the reach and sustainability of microfinance in emerging markets....

## **AIG Supports Women's Entrepreneurship with \$1.1 Million Donation to Count Me In for Women's Economic Independence**

**Two-year Commitment Expands Loan Capacity and Helps Women Grow Their Businesses**

**New York (October 26, 2006)** – A global champion of entrepreneurship and risk-taking today added its powerful voice and \$1.1 million in cash to the cause of women's entrepreneurship in the United States. AIG, the insurance and financial services leader, joined the Make Mine a \$Million Business ([www.makemineamillion.org](http://www.makemineamillion.org)) movement from Count Me In and OPEN from American Express® to help one million women entrepreneurs achieve \$1 million in revenues by 2010. As part of the two-year commitment, AIG will support the micro-lending activities of Count Me In for Women's Economic Independence, the leading provider of on-line micro-business loans and resources for women....

## **Ceres Praises AIG as First U.S. Insurer To Adopt Climate Change Policy**

**BOSTON (May 16, 2006)** — Ceres, a national coalition of investors and environmental groups, praised AIG, the world's largest insurer, for becoming the first U.S.-based insurance company to adopt a policy to manage the risks and capture the business opportunities posed by climate change. AIG unveiled the new policy on May 15. Ceres has been seeking improved U.S. insurance industry practices on climate change through the Investor Network on Climate Risk, a group of 50 institutional investors that manage nearly \$3 trillion in assets.

"I commend AIG for being the first U.S. insurance company to address climate risk," says Ceres president Mindy Lubber. "This is an important step that signals to the market and policy makers that climate change is a critical insurance issue. We look forward to working with AIG to expand on this commitment."...