



UNITED, INC.

bringing potential to life

August 5, 2009

FOR IMMEDIATE RELEASE

CONTACT: Michelle Eastman
Vice President of Marketing and Communications
Office: 316-267-5437, ext. 137 | Cell: 316-258-9014

**Rainbows United, Inc. names Hale Ritchie as
Chief Restructuring Officer**
Respected businessman and community advocate to oversee reorganization

Wichita, Kan. August 5, 2009 – Long-time Rainbows' supporter and retired Wichita businessman, Hale Ritchie, will assume the role of Chief Restructuring Officer for Rainbows United, Inc. effective Monday. Ritchie will report directly to the Board of Directors.

Ritchie's priorities will be to manage the agency's reorganization plan as submitted with last week's filing of Chapter 11 bankruptcy, and to oversee efforts to increase organizational efficiency and long-term financial viability of the organization. Chief Operating Officer, Deb Voth, will continue to manage day-to-day operations for the agency.

"Hale is someone who is familiar with Rainbows' mission and the children and families we serve," said Steve Cox, Chairman of the Board. "The Board of Directors quickly recognized that Hale would come to Rainbows with the business acumen needed to guide us through the coming months, as well as the vision to position Rainbows for long-term organization health."

Ritchie is well known in the community from his many years as Chairman and CEO of Ritchie Corporation. He gained prominence and respect for his commitment to business ethics and customer service.

"I am eager to begin the work of rebuilding the public's trust in Rainbows United," Ritchie said. "Board and staff leadership have outlined an aggressive, yet achievable, plan for ongoing operations that maintains core services for which Rainbows' is well-known in the community. Our efforts moving forward will be to ensure that plan is realized."

- more -

Ritchie and his wife, Janie, served on the Rainbows' Board of Directors during various tenures from the early 1980s through the early 1990s. Their family has a long-standing commitment to Rainbows' work on behalf of children with disabilities.

Ritchie's position of Chief Restructuring Officer is part of an overall reorganization plan announced by the agency last week. Rainbows was forced to file for Chapter 11 bankruptcy after significant financial irregularities were discovered by the Board.

Other plans include selling two of its facilities, downsizing staff, reducing the number of children and families served, and securing a line of credit of up to \$1.5 million from Emprise Bank and Bank of America.

This week the agency is working with partner organizations, including ChildStart and the YMCA, to ensure children and families who were displaced by the reorganization found the care they needed. It is estimated that about 94 children were affected.

Rainbows United continues to serve more than 2,600 children, including 2,300 with special needs.

"We continue to do everything we can to ensure the core services are provided to the children and families here at Rainbows," Cox said. "Our community partners have been outstanding and we are extremely appreciative of all they are doing during this critical time. As a community, we are very fortunate to have this level of cooperation among the agencies and this level of commitment to our children."

###