

National Consensus Sustainable Manufacturing Underwriting Standard / Green Value Score® Approved Measuring Increased Profits and Share Value

Wash., DC., March 9, 2011. Approved on February 4, the Standard and Score is based on four years of Wall Street due diligence with investors, investment banks, and rating agencies released at the NYSE, and one year of consensus development with financial and manufacturing leaders.

*"The Standard has greatly helped us quantify an important and growing area of market interest" according to **Vickie Tillman**, Sustainability Senior Vice President for McGraw-Hill, and an Officer of the National Consensus Committee.*

*"Rigorous underwriting standards help quantify the added value and risk reductions of sustainable manufacturing" says Committee Officer **Stefan Mueller**, a Managing Director at SEM Advisors who also represents green insurance leader Fireman's Fund Insurance Company, a member of the Allianz Group. "The approved Standard is a critical step towards transparent, consensus manufacturing metrics for reducing energy waste and pollution in a way that creates economic value and the business basis for sustainable market opportunities."*

Lou Newett, Knoll Environmental Director and Committee Officer emphasizes that *"Knoll's leadership environmental commitment improves operational efficiencies that save money and are appropriately reflected in the Standard."*

"California continues to see significant economic growth in sustainability. Consensus metrics like the Standard and Green Value Score® are the first step in the much needed commercialization of sustainable manufacturing," according to California Lieutenant Governor **Gavin Newsom**, Capital Markets Partnership Chairman.

Bob Pojasek, Ph.D., Sustainability Practice Leader, Capaccio Environmental Engineering, Inc. and Chair of the Board of Governors, Corporate Responsibility Officer Association (CROA) says *"It is very satisfying in my many years of environmental and sustainability experience, to see transparent, consensus economic metrics for sustainability. CROA's Commit Forum in September with Day 1 (Sept. 26) at the NYSE, will give priority to corporate responsibility leadership consensus and transparent economic measures of sustainability. Commit moves CROA into a leadership role in the most important field of sustainability: measuring corporate business value and risk reduction."*

"Access to the capital markets and financial incentives for sustainable manufacturing are well received in Canada," according to **Jim Lord**, Principal, Ecovert Toronto, and a Committee Officer.

Additional National Consensus Committee Officers are **Thomas Domitrovitch**, Eaton National Application Engineer, **Ed Mirsky**, Senior Vice President, UBS, **Alan Strasser**, Chairman, Greenhouse Gas Roundtable, **George Vallone**, President, The Hoboken Brownstone Company, **Tim Warman**, Vice President, Energy and Climate, National Wildlife Federation, **Andy Whitman**, Director, Manomet Natural Capital Center.