

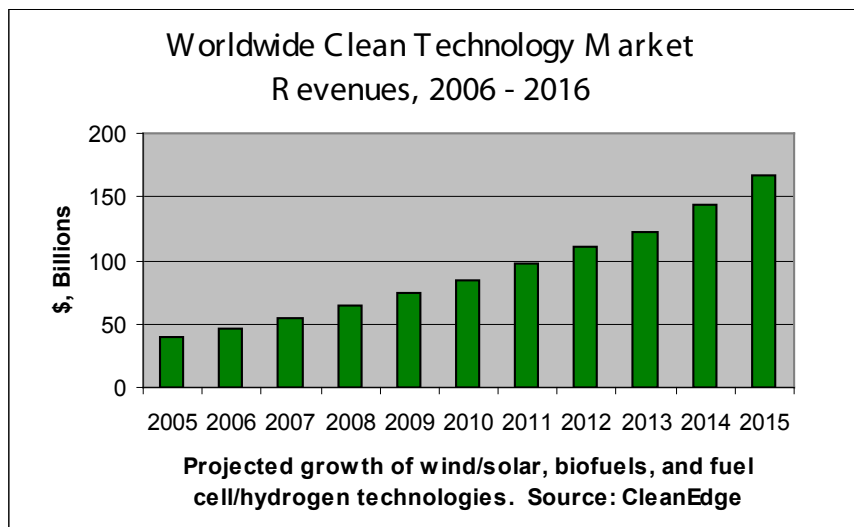


U.S. BEST PRACTICES KNOWLEDGE BASE FOR SUSTAINABILITY

SustainLane Government is a focused, high-impact online desktop environment for companies wanting daily exposure to government decision-makers implementing state and local sustainable development. According to SustainLane’s primary research, more than 70% of the largest 50 U.S. cities now have dedicated offices for sustainability or environmental management. State and County government are rapidly adopting offices, plans and projects as well.

SustainLane’s free online knowledge base of U.S. state and local best practices is a searchable and browseable site securely accessed by high-level government officials and professionals. Initiative leaders can access SustainLane’s unique knowledge base to leverage best practices being implemented in other regions. Areas of focus are:

- **Climate Change Policy**
- **Economic Development**
- **Energy / Energy Efficiency**
- **Food / Agriculture**
- **Forestry / Street Greening**
- **Green Building / Development**
- **Land Use / Planning**
- **Parks / Open Space / Habitat**
- **Purchasing / Financing**
- **Sustainability Management**
- **Transportation / Fleets**
- **Waste Management**
- **Water / Wastewater**



Cities, states and local government entities with populations of 20,000 or more may join and use the secure site for access to best practices. Registrants also receive a regular newsletter customized to their management area. The SustainLane Government site also features free reports (SustainLane US City Sustainability Rankings) and media. The site’s password-protected content includes a searchable network of sustainability managers, experts and practitioners across the nation.

SustainLane, based in San Francisco, provides online sustainability resources for state and local government, businesses and consumers. Founded in 2004, SustainLane has benchmarked sustainability programs, policies and practices for the largest 50 US cities. The company is recognized as the leading third-party source for sustainability metrics by government officials, as well as by media, citizens and non-governmental organizations.

*For more details about sponsorship opportunities, contact: 866.455.7533
 Nancy Borowicz, National Account Manager, nancyb@sustainlane.com, ext. 17
 Vikash Singh, Account Executive, vikash@sustainlane.com, ext. 19*



SUSTAINLANE GOVERNMENT - DEMOGRAPHICS

SUSTAINABILITY: HYPERGROWTH MARKET

Sustainability is a rapid-growth economic opportunity, with local and state government planning resources now to address major environmental and economic issues.

- **Global warming and rising energy costs**
- **Clean, energy efficient technologies, alternative fuels, and green building**
- **Waste reduction mandates**
- **Integrated water and resource management**

Confronted with the new challenges and ways of understanding sustainability projects, products and services, state and local officials around the country are looking for others whose experiences they can draw upon, whether they be from government or from product and service providers.

READY TO SERVE

SustainLane, known by many state and local officials as the most influential and reliable source for sustainability metrics, has developed an easy-to-use desktop application showcasing user-contributed best practices corresponding to industry categories.

SustainLane's site enables immediate personal contact with these key decision makers while they work, including the executive offices and department heads that can direct progress, influence budgets and achieve results. Only SustainLane is prepared to unite municipal leaders with vendors ready to help government meet their sustainability objectives.

Audience by Department



TITLES AND ROLES

- Directors of Sustainability/Environmental Affairs
- Governor's and Mayor's Offices
- Directors of Public Works and Resource Management
- Economic Development Directors
- Regional and Urban Planning Directors
- Community Development Directors
- Facilities, Fleet and Utility Management
- Solid Waste/ Recycling Directors
- Wastewater/ Stormwater Managers
- Attorney's Office
- Legislators/Commissioners

As SustainLane Government expands, our unique ability to deliver tailored best practices and case studies to match each high-level officials's individual needs will grow.

That's the power of SustainLane Government.



SUSTAINLANE IN THE MEDIA

“Surveys such as SustainLane’s go a long way in terms of helping the nation understand what constitutes a better and more sustainable urban environment.”

- Dow Jones Marketwatch.com, June 1, 2006

Awareness of SustainLane’s efforts has quickly escalated, with more than 100 different major print and broadcast outlets covering our work in the last year. We’ve been regularly recognized for our expertise in metro dailies and broadcast media as well as by influential blogs and online portals, with more than 100 million impressions in 2006. Our efforts to highlight state and local sustainability campaigns as the leading third-party resource for urban initiatives have made SustainLane the number one name in government sustainability. Here’s just a sampling of who’s taking notice.



Chief Strategy Officer Warren Karlenzig discusses city sustainability risks on CNN, June 2006.



The Washington Post The New York Times THE WALL STREET JOURNAL

CHICAGO SUN-TIMES San Francisco Chronicle Seattle Post-Intelligencer



SustainLane The Flood Building - 870 Market St, Suite 1011, San Francisco, CA 94102
866.455.7533 sales@sustainlane.us www.sustainlane.us



U.S. MAYORS ON SUSTAINLANE

“All these cities are on their own taking steps to make their environment sustainable, to ensure that the food we eat, the buildings we go into, the streets we’re on, all of them are safe, clean and renewable. I think over a period of time these things will become standard, rather than the exception. **It’s folks like SustainLane that will help make that happen.** This kind of competition is what creates change in our society. Let’s start a cool competition with Chicago and some of the other cities. We don’t mind sharing what we know and what we’ve learned, but let’s throw down a green gauntlet.”

–*Mayor Tom Potter, City of Portland, OR*

“As America’s largest city, New York is honored to be recognized by SustainLane as one of the country’s ten most sustainable cities. **Putting principles of sustainable development into practice is crucial to making sure that this City continues to be a place where people want to live and businesses want to grow in the 21st century...**

We know that our city must lead by example and we are working hard to make the ‘Big Apple’ a green apple.”

–*Mayor Michael Bloomberg, City of New York*



“San Francisco is honored to be awarded by SustainLane (as a result of) its comprehensive sustainability City Rankings study... Sustainability is important not only for protecting citizens’ health and ensuring a great quality of life here in San Francisco, but also for boosting the local economy with jobs and services in everything from clean technologies to fresh food and green building products produced in California.”

–*Mayor Gavin Newsom, City of San Francisco*

“We’re very pleased that Chicago is being recognized as one of the top cities in the nation for our sustainability and for our efforts to improve the quality of life in our city. **Creating a sustainable city requires using the tools of government to create the conditions that can lead to healthy, thriving, livable communities...** The goal is to make our cities places where people live because they want to, not because they have to. If people are proud of their city, they’ll be willing to invest in the city -- whether it’s fixing up their home, or expanding their business. It has to be a place where they really enjoy living, working and raising their families.”

–*Mayor Richard Daley, City of Chicago*

U.S. MAYORS ON SUSTAINLANE

“It’s an honor to have Honolulu recognized among the leading cities in the country in SustainLane’s list of most sustainable cities. Our pristine environment, from the mountains to the sea, has always been precious to our residents and visitors alike. **Whether it’s waste-to energy recycling, developing clean mass transit, or striving to be more energy-efficient, we’ve been taking the necessary steps to insure that our island home, with its many unique challenges, is cared for,** following in the footsteps of the indigenous people who first called Honolulu home. As mayor, I’ve always said that we should leave our city better than we found her and we appreciate that SustainLane recognizes that we are well on our way.”

–Mayor Mufi Hannemann, City of Honolulu



“Thank you SustainLane for recognizing Seattle and thank you moreover for coming up with a way to try to measure some of the things that we’re doing in America’s cities...I’m a great believer in cities. I’ve worked in local government my entire adult life because it’s a place where you can make a difference: you can roll up your sleeves every day and at the end of the day see the difference you’ve made...I think it’s appropriate that the cities of America are also the place where sustainability is talked about and really worked on every day.”

–Mayor Greg Nickels, City of Seattle

“The Mile High City is honored to be recognized by SustainLane as a top city for sustainable practices, highlighting our successes with green fleets, energy-saving programs, integrated transit-land use solutions, and our new citywide sustainable development initiative,” said Mayor John Hickenlooper. “By focusing on the interconnectedness between the social, economic and environmental impacts of our policies and programs, we in Denver seek to ensure that future generations will enjoy a quality of life characterized by environmental beauty, economic opportunity and resource abundance.”

–Mayor John Hickenlooper, City of Denver