



3 Steps to Carbon Neutrality

Company Overview

Sterling Planet is a sustainability pioneer in the US retail market – first with Renewable Energy Certificates, first with White Tags™ Energy Efficiency Certificates, first with a comprehensive 3-step solution to carbon neutrality.

3 Steps to Carbon Neutrality

1. Reduce.

White Tags™ and Energy Efficiency

2. Renew.

Green America™ Renewable Energy
Onsite Renewable Generation
Fixed-Price Renewable Electricity

3. Shift to Carbon Neutral.

Verified carbon offsets

Total carbon neutrality solutions,
or any mix of three main services

Client Profile (October 2007)

- ▶ 862 businesses
- ▶ 125 government agencies
- ▶ 38 colleges and universities
- ▶ 49 electric utilities

Environmental Impact (October 2007)

Sterling Planet sales to date have averted **20.3 billion pounds** of carbon emissions, representing enough electricity to power 1.4 million homes for a year. The environmental benefits compare to neutralizing the carbon dioxide emissions of 1.9 million cars for a year.



As a U.S. Environmental Protection Agency Climate Leaders partner, Sterling Planet has committed to net zero greenhouse gas emissions. All company electricity use and employee travel is offset with renewable energy.

1. Energy Efficiency

The power to change your life, your business, your world is here and now. Small steps in the right direction lead ultimately to a big difference in the impact you and your business have on the environment. The first step toward carbon neutrality is using less energy to get the same or better results at reduced costs. Sterling Planet delivers the first integrated, comprehensive solution for carbon neutrality – the first that begins with White Tags™ energy efficiency certificates.

2. Renewable Energy

Clean, pure and endless energy from the sun, wind, water and plants contributes to sustainability, carbon neutrality, energy independence and creation of U.S. jobs. Most industrial air emissions come from electricity production using nonrenewable fossil fuels. You can help change that. Choose Green-e certified renewable energy certificates, onsite renewable energy or fixed-price, long-term 'green' power. Since 2001, Sterling Planet has pioneered the delivery of billions of 'made in the USA' renewable energy kilowatt hours.

3. Carbon Offsets

A shift to carbon neutral status

means knowing your carbon footprint, then taking action to shrink your environmental impact. After increasing energy efficiency and renewable energy use, the next step is to offset what remains of your footprint with carbon offsets from projects that deliver direct, verified emissions reductions. Buyers easily and affordably support projects around the world that lower greenhouse gases. Carbon neutrality achieved.

Sample Clients

Business Sector

- ▶ PepsiCo
- ▶ Dupont
- ▶ Nike
- ▶ Staples

College and University Sector

- ▶ Harvard
- ▶ Yale
- ▶ Duke

Government Sector

- ▶ U.S. Air Force
- ▶ U.S. EPA
- ▶ Veteran's Administration

Event Offsets

- ▶ 2007 NFL Super Bowl
- ▶ 2004 Republican National Convention
- ▶ 2004 Democratic National Convention

Sample Associations

- ▶ U.S. Green Building Council
- ▶ EPA Climate Leaders
- ▶ Center for Resource Solutions (Green-e Certification Program)
- ▶ Environmental Resources Trust
- ▶ AWEA, American Wind Energy Association
- ▶ ACORE, American Council on Renewable Energy
- ▶ World Resources Institute

Mission

Sterling Planet's mission is to lead the migration to sustainable energy that is good for the environment, economy and all current and future generations.

Vision

To be the partner of choice for providing enterprise-wide carbon neutrality solutions focused on energy efficiency, renewable energy and carbon offsets.

Core Values

- ▶ Creating and satisfying consumer demand for clean energy
- ▶ Reinvesting profits into renewable energy project development and energy conservation
- ▶ Supporting positive social change and environmental awareness
- ▶ Driving market development with innovative products and services



Sterling Planet Leadership

Mel Jones
President & Chief Executive Officer

Ron Mitchell
Executive Vice President

Alden Hathaway II
Senior Vice President

Corporate Headquarters

3295 River Exchange Drive
Suite 300
Norcross, GA 30092

For more information:

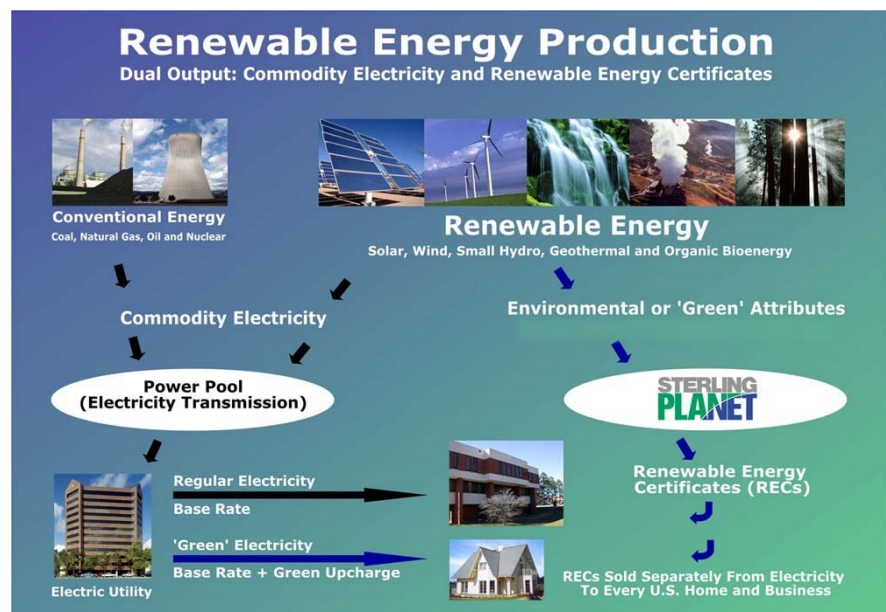
Toll-free: 1 877 457 2306
Phone: 678 325 3170
Fax: 678 325 3174
Email: info@sterlingplanet.com
www.sterlingplanet.com

Sterling Planet was the first to offer Renewable Energy Certificates (RECs) to homes and businesses nationwide. Now Sterling Planet leads the way in the U.S. market for White Tags™ Energy Efficiency Certificates.

Also known as green tags or renewable credits, RECs are a popular method of supporting clean, renewable energy and meeting goals of sustainability and greenhouse gas reduction. One REC represents the environmental benefits of generating 1 megawatt hour of electricity from the sun, wind and other renewable sources. These benefits include reductions in greenhouse gas emissions and air pollution that would have been generated by burning fossil fuels.

Sterling Planet offers many REC options:

- ▶ Diverse source types – wind, solar, small or low-impact hydro, geothermal, landfill gas and bioenergy
- ▶ Certification by Green-e
- ▶ Generation locations across the country
- ▶ Blends to suit client preferences – for example, 100% wind or a 50-50 blend of wind and solar, or any other combination
- ▶ Attractive pricing, particularly for high-volume transactions



Sterling Planet's innovative White Tags™ encourage and reward the efficient use of electricity. White Tags each represent 1 MWh (megawatt hour) of electricity savings and are the latest energy trading certificates to hit the market. They trade much like RECs but are defined through energy savings calculations. Sterling Planet has built technology to establish accurate (greater than 99.9%), scalable and cost-effective processes for the measurement, verification and certification of White Tags™.



Reduce. Renew. Shift to carbon neutral.

