

## White Tags®

**Sterling Planet introduced White Tags® energy efficiency certificates to the U.S. market in 2006.** This innovative energy trading mechanism rewards and promotes energy efficiency. Much like renewable energy certificates represent green power production, our White Tags each represent 1 megawatt-hour of electricity savings.

Buyers and sellers in both the mandated and voluntary markets converge at Sterling Planet. Buyers include electric utilities in mandated markets with portfolio standards and companies in voluntary markets that are looking to meet targets for greenhouse gas emission reduction. Sellers include those who have reduced their energy use and work with Sterling Planet to do one or more of the following:



**Create whole-building baselines** to measure project energy savings via White Tag Pro®, Sterling Planet's simple, low-cost and accurate software technology

**Measure, verify and report** White Tags® for retail sale or to retire against a GHG emission reduction goal

**Monetize and market** White Tags® in either voluntary or compliance markets

Sterling Planet offers customers the ability to track and manage their attributes through a registry co-developed with APX, the leading infrastructure provider for environmental and energy markets. Once a White Tag® is measured and verified, it is listed in Sterling Planet's registry. This allows for the creation of unique, serialized certificates and provides transparency, improves data integrity, reduces transaction costs and rapidly substantiates environmental claims.

### quick facts

White Tags® verify that steps to decrease energy use are working. Energy efficiency is a primary step in any organization's strategy to reduce its environmental footprint.

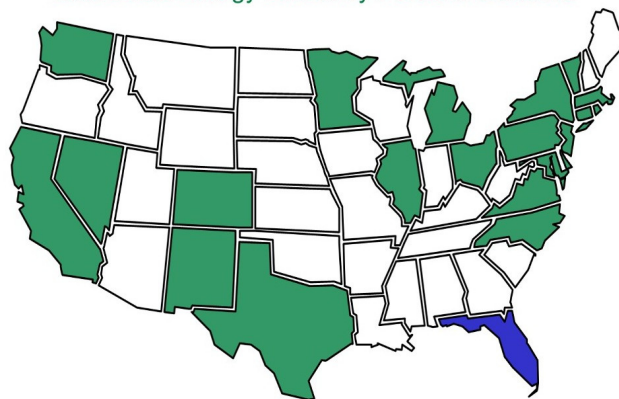
Coming from energy-efficiency projects that produce documented energy conservation, White Tags® create additional revenue to help pay for modifications and often are reinvested for more energy savings.

White Tags® can be sold in both mandated and voluntary markets. Utilities see them as a way to satisfy government requirements, while others recognize them as a way to gain a competitive edge.

Sterling Planet brings together buyers and sellers, managing the entire White Tags® life cycle.

*see 'about us' on reverse*

### States with Energy Efficiency Portfolio Standard



■ currently have EE Portfolio Standard includes HI and DC  
■ considering EE Portfolio Standard

**Commitment to energy efficiency mandates and White Tags® continues to grow. Currently, 22 states and the District of Columbia have an Energy Efficiency Portfolio Standard in place. Florida is currently considering passage of such a standard.**

### mission

Sterling Planet began in 2000 as an environmental energy company and now embraces both social and environmental sustainability. Inspired by **what the world can be**, Sterling Planet is **improving lives today while working to sustain Earth for future generations**. We are also committed to the **triple bottom line**: social responsibility, environmental protection and economic performance.

### methods

**Solar electrification of remote villages.** Partnering with Solar Light for Africa, Ltd, a nonprofit, Sterling Planet is electrifying East African schools, bringing solar-powered light along with hope and prosperity.

**White Tags<sup>®</sup> energy efficiency certificates.** Innovative White Tags<sup>®</sup> monetize energy-efficiency results, rewarding enterprises that conserve. Buyers and sellers converge at Sterling Planet, the market maker.

**Renewable energy certificates.** The nation's first retail renewable energy certificate provider (since 2000) is now supplier to the top two U.S. renewable energy purchasers and back-to-back winner of DOE's Renewable Energy Marketer of the Year awards in 2007 and 2008.

**Verified carbon offsets.** Offsets from a S.C. landfill gas project are Green-e Climate certified and featured on CarbonOffsetList.org, the Environmental Defense Fund's guide to credible, high-quality carbon projects. Certified GHG (greenhouse gas) personnel are on staff.

**Utility or municipality partnerships.** Since 2001, 123 utilities have entered agreements with the utility veterans at Sterling Planet. Services include sale or purchase of renewable energy certificates, renewable energy projects co-development, utility green pricing, and consulting on energy efficiency/ RPS mandates and the carbon market.

**Renewable energy projects.** Sterling Energy Assets, a subsidiary, develops and acquires a wide range of renewable power generating facilities supported by power purchase agreements with utilities. The project team has 135 years of combined utility experience.

**Environmental assets management.** Managers of renewable energy and carbon reduction projects come to the volume leader for access to wholesale and retail markets, REC portfolio management, demand aggregation, long-term strategic relationships or one-time deals.

**Educational and marketing outreach.** Sterling Planet's staff, led by a PhD in education, is crafting a sustainability curriculum for primary and secondary schools. A customized enrollment program for clients aims to exponentially build renewable energy and carbon markets.

**LEED<sup>®</sup> services.** Clients seeking LEED certification from the US Green Building Council buy renewable energy certificates and verified carbon offsets. Sterling Planet is the first major renewable energy provider to join USGBC and has LEED accredited design personnel on staff.

### key points

**Clients.** The top two US buyers of renewable are clients, along with 1,844 businesses; 123 utilities; 63 colleges; 242 state, federal and local agencies of the government; and many individuals.

**Impact.** To date, our kWh sales have avoided release of 45.4 billion pounds of carbon and represent enough energy to power 3.1 million homes annually. It's like taking 4 million cars off the road for a year.

**Leadership.** Founded in 2000 by utility veterans, we were first on the retail REC market, first with White Tags<sup>®</sup> and first to help utilities in RPS states comply with mandates on a grand scale.

**Reach.** The volume leader, we serve all customer segments and manage a supply portfolio that is highly diverse and international.

**Stability.** Our business is robust and growing rapidly, even in tough economic times. Clients know that we're here to stay.

**Commitment.** An EPA Climate Leaders partner and founding member of The Climate Registry, we adhere to sustainable business practices every day and have committed to net zero company-related greenhouse gas emissions.

**Vision.** Founded by visionaries who took a desire to bring the first national renewable energy choice to every home and business and made it a reality, Sterling Planet now sets its sights on programs to advance social sustainability as well as environmental sustainability.