



THERE'S A NEW GENERATION OF ENVIRONMENTALLY-CONSCIOUS CONSUMERS

And they've got a new way of making their voices heard...

Exponential growth in ecological awareness has put protecting the environment, responsible consumerism and local action at the very center of our national conversation. According to a 2007 Cone Consumer Environmental Survey, 93 percent of American consumers believe companies have a responsibility to help preserve the environment and 91 percent have a more positive image of a company when it is environmentally responsible. Through corporate practice of recycling, reduction and reuse and public alignment with real and local environmental solutions, consumers are expecting companies to be at the forefront of environmental sustainability.

And they are increasingly willing to back this growing engagement with their own shopping and investment dollars. Thirty-two percent report they are more interested in the environment than they were just one year ago, 47 percent have purchased a "green" product, and

21 percent have even donated to an environmental organization.

For the millions of mainstream Americans looking to turn "green," the days of political posturing and special interest protests are gone. They're acting in their communities and speaking out with their shopping carts. They are motivated by a genuine feeling of responsibility and a sincere interest in the leadership, science, and practical solutions that will bring sustainability. They're looking to shop smart and act locally. *We know...most of them start with us!*



Earth 911

www.Earth911.com

Trey Granger
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Credible. Mainstream. Local.

- The #1 Google search result for the term "recycle" and "prevent global warming" and top ten for numerous other environmental keywords
- 16 years of serving as the nation's comprehensive environmental network for recycling resources and actionable content
- National list of more than 74,000 recycling centers offering more than 400,000 recycling services
- More than 180,000 Web sites link to Earth911.com
- The National Recycling Hotline at 1-800-CleanUp
- Over 5 billion consumer products display the Earth 911 and 1-800-CleanUp call to action to provide consumer information on proper disposal of products and packaging

The collage features several key pieces of content from the Earth 911 website:

- Search Bar:** A search box with the text "Find a Recycling Center" and a search button.
- Leading the Way...:** An article titled "Leading the Way..." with a sub-headline "Recycling is progressing to decide how to recycle the plastic used in our industry. They looked for a program to recycle. They adopted one that has been tested for 10 years - CURB."
- Green Neighborhoods...:** An article titled "Green Neighborhoods..." with a sub-headline "Planning to create a green neighborhood? 'Car's Appeal' takes us 1 mile westward for a generation of Environmentalists."
- Manufacturer to Recycle Old Computers for Free:** An article titled "Manufacturer to Recycle Old Computers for Free" with a sub-headline "Customers can purchase new computers 25% recycled regardless of their trade-in brand."
- Local Retailer to Host Eco-Club Workshops:** An article titled "Local Retailer to Host Eco-Club Workshops" with a sub-headline "ABC's Recycle: The nation's first national recycling program for kids (and environmentalists) is now a reality. It's all thanks to a local recycling program."

At the bottom of the collage, there are several navigation and resource links:

- All About Earth 911:** Our Mission, Environmental Awards, Recycle.
- Public Outreach:** Newsletter Sign Up, Press Releases, Public Service Announcements.
- Site Links:** Home, Environmental Directory.
- Resources:** Agency Links, Recycling Opportunities, Tracking Reports.



Earth 911: What Others are Saying...

Earth 911

www.Earth911.com

Earth911.com Awards

Earth 911 has earned more than 70 awards including:

- **2001 Stockholm Challenge Award Winner** for innovative IT programs worldwide
- **21st Annual ESRI International User Conference Best Internet Mapping Presentation Award**
- **Reinventing Government Hammer Award** for excellence in providing public benefits from Vice President Al Gore and the National Performance Review
- **Closing the Circle Award from President Bill Clinton**, a celebration of environmental excellence
- **U.S. EPA Earth Day 2000 Outstanding Environmental Achievement Award**
- **California's 1998 Governor's Environmental and Economic Leadership Award**
- **National Information Infrastructure Community Award** recognizing extraordinary achievement in a new era of communication and knowledge
- **Vision 2015 Community Partner** recognizing visionary achievements
- **National Award for Environmental Sustainability** certificate of environmental achievement
- **Volunteer Service Award Outstanding Commitment to America's Public Lands & Natural Resources**

"Earth 911 is a comprehensive communication medium for the environment. Earth 911 has taken environmental hotlines, websites and other information sources nationwide, and consolidated them into one network. Once you contact the Earth 911 network, you will find community-specific actionable information on everything from recycling paper, bottles and cans to proper disposal of hazardous household products and much more."

– **Environmental Protection Agency**

"I commend the [Earth 911] Environmental / Recycling Hotline for its innovative and cost-effective approach to heightening the protection of our earth's resources. The utilization of such a user-friendly system to facilitate recycling efforts is an important step in promoting environmental awareness. This program truly exemplifies the spirit of reinventing government."

– **Al Gore, Former U.S. Vice President**

"To find out rules in your area, go to www.Earth911.com and type in your zip-code. Oh, this is easy. This is good. It will give you all the instructions you need."

– **Oprah Winfrey on the Oprah show**



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ACTIONABLE. LOCAL

EARTH 911.com CONTENT

Community-specific, actionable content on Earth 911.com and the National Recycling Hotline 1-800-CleanUp include:

- Local Recycling Centers
- Recycling Facts & Tips
- Energy Conservation
- Beach Water Quality and Alerting
- Clean Air
- Household Hazardous Waste Disposal
- Greening the Garage and Yard
- Electronics Recycling
- Living a Green Lifestyle
- Programs for Students
- Green Shopping
- Local Environmental Events
- Business Resources
- And more...

From proper handling of electronic waste and used motor oil to solutions for household products and information on beach water quality, Earth 911 is the recognized leader in highly credible content on environmental issues. Earth 911 maintains a strict policy of neutrality and presents factual information from in-house experts, the Environmental Protection Agency (EPA), industry leaders and more than 11,000 local coordinators. Ranked number one by Google on key words such as “recycle,” content on Earth 911 is linked by more than 180,000 outside sites and sources at any give time—a ringing endorsement to the relevancy and reliability of the articles, tips and videos produced on the site.

Earth 911 is an non-political, non-activist site focused on real, workable solutions for sustainability that can be practiced by mainstream consumers.



Additional Earth911.com Content

- Daily news content from our team of professional journalists
- Daily tips on Recycle, Reduce & Reuse
- Listing of upcoming events
- Video EnviroTips
- Syndicated environmental news
- Video pledge library where visitors post their own videos
- Interactive Calculators
- Opportunities to post information, communicate with others, and be heard



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ACTIONABLE. LOCAL

EARTH 911.com IN THE NEWS

Earth 911's team of seasoned experts have been featured in countless publications and television stories, including:

- *The Oprah Winfrey Show*
- *Good Morning America*
- *CBS Morning Show*
- *Wall Street Journal*
- *ABC World News Tonight*
- *Redbook*
- *Good Housekeeping*
- **CNN**
- *Time Magazine*
- *Newsweek*
- ...And hundreds of local newspapers, radio and TV stations

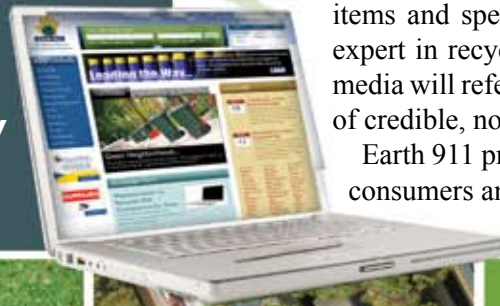
Earth 911 consistently earns attention in both national and local media markets for delivering a centralized consumer-focused call to action through the Earth911.org Web site and the 1-800-CleanUp National Recycling Hotline.

As the national source for location-specific information, media outlets in all markets rely on Earth 911 as the one-stop portal to send people for all recycling needs and a wide array of local environmental information.

Earth 911's web-based recycling locator covers a wide variety of materials and services—delivering information on recycling just about any material in any community.

From headline issues such as electronic waste and Compact Florescent Lamps (CFLs) to everyday household items and specialized fields, Earth 911 is the established expert in recycling, and the first resource members of the media will refer people to for recycling and a wide selection of credible, non-political environmental information.

Earth 911 provides practical solutions for businesses and consumers and delivers action without politics.



Earth 911 delivers actionable local information on the environment that empowers people to act locally, live responsibly and contribute to sustainability.

To view an archive of all print and broadcast features on Earth 911, visit the Earth 911 Newsroom at GlobalAlerts.com/news/earth911/.



Earth 911: A Growing Vision

Earth 911

www.Earth911.com

Earth 911.com Projects

Earth 911 relaunched its web site on May 18, 2007 with the focus on providing daily environmental news, tips, and actionable content in addition to its recycling locator database. The addition of blogging capabilities and commentary from engaged environmental experts from around the world has placed Earth 911 at the forefront as a reliable and credible environmental news provider.

Earth 911 is poised to launch several media partnerships that will expose new and broader audiences to the portal. Earth 911 will play a prominent role in a new campaign by Hearst Magazines to promote environmental stewardships as well as PSAs on CBS Radio promoting recycling in the community. Further national exposure is being achieved with the Earth 911 recycling locator data feed being provided to exclusive Web sites produced by Cox Newspapers, Comedy Central, and the G4 cable television network.

Earth 911 is leading efforts among key companies on environmental sustainability campaigns, including the development of a Used Motor Oil Coalition with the nation's major motor oil companies and a bottled water recycling initiative with major bottled water brands. Earth 911 remains a leader in leveraging its successes among public and private partners to stay at the forefront in creating proactive solutions on the key issues of our times.

Earth 911.com Sister Sites

- www.Beaches911.com
- www.Pets911.com
- www.AmberAlert.com

The Future of Earth 911.com

Earth 911 continues to expand its reach and impact through ongoing licensing of resources and content on billions of consumer products to promote proper recycling and responsible disposal. The Earth 911 community-specific recycling locator will soon be overhauled to allow easy access for state coordinators to constantly update recycling information, and each state will be provided its own web site in the Earth 911 domain to spotlight local news, events and recycling facilities.

Earth 911 continues to add highly engaging and simple to use features to the site, including an advanced carbon footprint calculator developed in concert with the Environmental Protection Agency and a video gallery to showcase environmental pledges of its members. In addition to its current library of public service announcements, Earth 911 has developed and launched an interactive series of EnviroTip videos to showcase simple, everyday solutions for viewers.





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EARTH 911 PARTNERS

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Media Partners

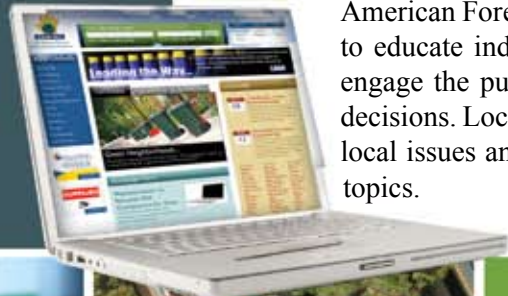
- Comedy Central
- G4 TV
- Hearst Magazines
- Cox Newspapers
- CBS Radio

Corporate Partners

- Staple's
- ExxonMobil
- Monsanto
- Castrol
- YellowBook
- Home Depot

Non-Profit & Government Agencies

- The US Environmental Protection Agency (EPA)
- The Aluminum Association
- American Forest & Paper Assoc.
- National Christmas Tree Assoc.



Media Partnerships

Earth 911 partners with leading national and local news organizations to reach the growing number of consumers motivated by environmental issues. Earth 911 serves as a valuable resource in developing environmental programming, effective green communications and public relations campaigns for media groups. Earth 911 also licenses and delivers data feeds including news, events, environmental information and the Earth 911 zip-code based recycling locator.

Corporate Partnerships

Earth 911 is made available at no cost to government agencies, nonprofit organizations and the public because of the support of our corporate partners, who join Earth 911 to deliver environmental information and services to residents in all 50 states.

Corporate partners are also at the forefront of promoting Earth 911 services through integrated advertising, display of the Earth 911 logo on more than 5 billion consumer products, and consumer education campaigns utilizing the Earth 911 resources.

Government & Nonprofit Partnerships

Earth 911 partners with trade and non-profit organizations as well as public sector agencies to deliver content on a wide range of environmental topics. Government agencies in all 50 states use Earth 911 to list local recycling centers, events and other environmental information relevant to their state or city. These agencies also promote www.Earth911.com and the 1-800-CleanUp National Recycling Hotline as sources for finding local environmental information. Trade Associations such as the Aluminum Association and American Forest & Paper Association work with Earth 911 to educate industry members about best practices and to engage the public to recycle and make green purchasing decisions. Local nonprofit groups use Earth 911 to promote local issues and events on a wide range of environmental topics.

Earth 911.com Neutrality

Earth 911 has built a reputation as a reliable source for credible, high-value information for corporate, media, and political partners through a strict policy of non-partisanship. Earth 911 maintains a neutral, non-activist position on relevant environmental content and does not take sides on environmental issues. In all instances, Earth 911 reserves the right to review and control all content submitted by public and private partners for the web portal and phone system.



Earth 911 by the Numbers...

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- 16 years of providing its comprehensive environmental network for recycling resources and actionable content
- The #1 Google search result for the term “recycle” and “prevent global warming” and rank in the top ten for numerous other environmental related keywords
- Over 5 billion consumer products which include the Earth 911 and 1-800-CLEANUP call to action to provide consumer information on proper disposal of the products and their containers
- Content for television and cable network environmental campaigns reaching more than 90 million households (Powered by Earth 911.com)
- Availability by thousands of federal, state, local government, and community coordinators to enter community specific information to assist their citizens and businesses
- The nation’s premier environmental resource & 24-7 toll-free National Recycling Hotline together listing more than 74,000 recycling centers offering more than 400,000 recycling services
- Access to over a million visitors each month to the Earth 911.com web site
- Recycling information to more than 35,000 callers each month through the 1-800-CleanUp National Recycling Telephone Hotline
- Links to the Earth 911.com from over 180,000 web sites
- Beaches 911.com—The National Beach Water Quality Web portal—providing real-time beach water quality status and pollution alerts for 23 coastal states and 2,800 beaches

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