



PRESS RELEASE

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CARBON ADVICE GROUP PLC LAUNCHES CARBON E²™ - ENABLES COMPANIES TO ACTIVELY INVOLVE EMPLOYEES IN THEIR CLIMATE CHANGE STRATEGY

London based Carbon Advice Group Plc (www.carbonadvicegroup.com) is delighted to announce the launch of Carbon E²™, a unique web based service which empowers employees, shareholders and stakeholders to take an active role in deciding where their Company chooses to offset its carbon footprint.

Matthew Sullivan, Carbon Advice Group CEO, said "Employee Engagement is essential for companies to be able to deliver on their climate change promises. The Carbon Advice Group's Carbon E²™ service is designed to offer a simple, highly visual and effective way for a company to engage their employees in their climate change strategy and create a personal sustainability programme."

Sullivan continued: "Every day we see, hear and read about the catastrophic effects of global climate change. We all know we need to do something, and we need to do it now. What most of us don't know is what we should do or how we should do it. The Carbon Advice Group Carbon E²™ service gives companies a simple, cost effective web based tool that invites each and every employee to get actively involved in decisions that were previously made behind closed doors"

"We want employees to become experts on their company's climate change strategy" Sullivan said. "We want them to be proud of their company's decision to embrace its corporate social responsibilities and involve their employees in this vital process. In providing the Carbon E²™ service, Carbon Advice Group is determined to bring the topic of climate change right to the canteen table and make it an important part of everyone's lives."

About Carbon E²™

Carbon E²™, or Carbon Employee Engagement, is a web based service provided by Carbon Advice Group. Once a company has calculated its carbon footprint using the calculators provided by Carbon Advice Group and reduced its carbon emissions as far as possible, it can invite its employees to go online to a unique, branded website provided by Carbon E²™ where each individual employee can choose to offset their share of the company's carbon footprint from a range of internationally verified carbon offset projects. This means that the company concerned can ensure that each and every one of their employees, shareholders and stakeholders is actively involved in an important part of their company's climate change strategy.

About Carbon Advice Group Plc

Carbon Advice Group Plc is an international venture that enables users to create their own personalised carbon calculating and offsetting websites. Available in UK and US versions, the website (www.carbonadvicegroup.com) harnesses the spirit of social entrepreneurship in the drive to be carbon neutral by empowering individuals and businesses to set up their own personalized website where they can provide carbon footprint calculations and carbon offsets to their customers, clients, suppliers and staff and be rewarded financially for their efforts.

Carbon Advice Group Plc's chairman is Oliver Rothschild. Carbon Advice Group Plc's board comprises a number of respected, successful individuals who all share the same concern for the environment. Carbon Advice Group Plc's ethos is to provide innovative solutions available internationally to encourage individuals and businesses to become actively involved with addressing climate change. Carbon Advice Group Plc's seeks to act as transparently as possible and to provide a world class service, working with companies that are acknowledged leaders in their field.

Every person and business leaves a carbon footprint, most notably through travel and energy consumption. Carbon Advice Group Plc's website enables people to take responsible action to reduce and offset the unavoidable emissions of their everyday actions. Carbon Advice Group Plc's Partner Programme lets people take the carbon reduction and offset message to their personal community/network/business and take a lead role in spreading that awareness. In order to address the "what's in it for me" question, and to stimulate uptake of the Partner Programme, Carbon Advice Group Plc enables its partners to share in the revenues generated from the sale of carbon credits through their partner site.

Carbon offsetting enables individuals and businesses to compensate for unavoidable emissions by purchasing equivalent greenhouse gas savings. Carbon Advice Group Plc's carbon credits meet strict international standards.

For more information, visit: www.carbonadvicegroup.com

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