



CarbonCounted™

☎ (647) 477-8455 (Main)

✉ info@carboncounted.com

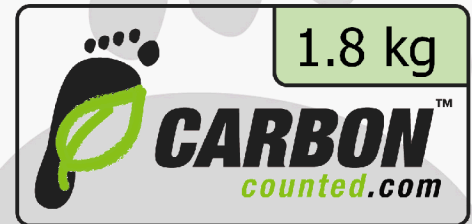
May 28, 2007 - Announcement

The world is ready for fresh solutions to conquer climate change – and we want to tell you about ours.

CarbonCounted empowers consumers to be “carbon conscious” and use their buying power to reduce the effects of global warming. It offers businesses a simple way to calculate their carbon dioxide emissions and communicate to consumers that they are working to reduce their environmental impact.

Here's how it works:

- Businesses [register](http://www.carboncounted.com) at www.carboncounted.com for no-charge access to our innovative [ElementSix](#) web application database.
- Using ElementSix, businesses determine the carbon dioxide emissions for each product or service they produce. Once their CarbonCounted values have been determined, they are issued no-charge CarbonCounted logos (example shown) for each product or service. The value indicates the amount of carbon dioxide released into the atmosphere to produce and bring it to the point of sale.
- Our database, ElementSix allows suppliers and purchasers to quickly link their carbon value chain allowing for simple, real-time accurate calculation of their total carbon emissions. This allows consumers to influence the entire industrial supply chain in a product's manufacture and sale.
- The calculations and methodology are all in accordance with the "[Greenhouse Gas Protocol, Corporate Accounting and Reporting Standard - revised edition](#)" published by the World Business Council for Sustainable Development and the World Resource Institute.
- Each business's calculations in ElementSix are audited and certified annually by an accredited auditor.
- By including the logo on their packaging, businesses are showing their commitment to the environment.
- Since the logo shows the CarbonCounted website, consumers can visit and understand how it works.
- When two competitive, like products are side by side on the store shelf, the lower CarbonCounted number may be the deciding factor in the consumer's purchases. This is similar to the way organic, fair trade and zero trans fat labels determine product choice.



We are looking for environmental leaders to [register](#) their products or services – at no charge – to prove and test our ElementSix system. We are looking for progressive individuals, organizations and institutions to reference and link to us as well as any strategic suggestions and input. We respect your opinion and expertise and ask that you visit our site at www.carboncounted.com and respond with your comments by clicking on the email button.

Thank you!!

www.carboncounted.com