



**BRIGHTER
PLANET**

For Immediate Release

Brighter Planet and American Birkebeiner Teaming up in the Fight Against Global Warming

Hayward, WI.— Brighter Planet, a company dedicated to helping individuals and businesses take charge in the fight against global warming, announces its role as the official carbon offset provider of the legendary American Birkebeiner ski event, held February 21-23, 2008. By launching this new service of offsetting events, Brighter Planet will continue to assist individuals in reducing their impact on climate change, now with the addition of public gatherings. Brighter Planet worked with the event organizers to estimate the greenhouse gas emissions from event sources such as staff travel, fuel usage, electricity consumption, and waste disposal. Together, they chose renewable energy projects to support, thereby compensating for the emissions created at the event.

“As individuals, it is important that we take responsibility for our actions, and the implications they have on the planet,” says Patti Prairie, CEO of Brighter Planet. “In this fight against global warming, it is also important to recognize the impact we have as large groups. Public events and activities do not need to have a detrimental effect on the planet, rather, they can become part of the solution. Brighter Planet is working with the renowned American Birkebeiner Ski Challenge on a recycling program for the event. In addition to these conservation steps, we are investing in 11 local farmer owned distributed wind projects, all part of our renewable energy portfolio.”

Now in its 35th year, the American Birkebeiner is praised as the largest cross-country ski race in North America and part of the Worldloppet circuit of 14 international ski marathons. Every February, skiers from all 50 states and 20 foreign countries gather together to share their winter weather passion and ski the race which has become the most revered tradition in the industry. The American Birkebeiner is made up of several events in addition to the 51K Birkie marathon race and the 23K Kortelopet (the second largest ski race in North America).

“Cross-country skiing is a great way to stay in shape, and the sport is accessible to all ages and fitness levels,” says Ned Zuelsdorff, Executive Director of the American Birkebeiner Ski Foundation. “To preserve this winter weather sport, we must do everything in our ability to protect the planet and fight climate change. It’s in our best interest, and that’s why we’re excited to offset this year’s festivities with Brighter Planet.”

About American Birkebeiner: Also known as the Birkie, The American Birkebeiner was launched in 1973 as a small race calling on skiers to challenge themselves against the Wisconsin northwoods. Now in its 35th year, the race patterned after the Birkebeiner Rennein Lillehammer, Norway, has attracted more than 185,000 people, all of whom embrace the challenge to ski one of the finest cross country trail’s in the world. More information is available at www.birkie.com.

About Brighter Planet: A socially responsible company, Brighter Planet offers innovative products and services to help create a sustainable future for the planet and its people. Having successfully launched both the Brighter Planet™ Visa® Credit and Check Cards, cardholders can now help build renewable energy projects with every purchase. Using www.brighterplanet.com, customers learn ways to reduce their environmental impact, calculate their carbon footprint, track carbon footprint reduction, monitor renewable energy projects, and see the positive impact that they are making.

For more information on Brighter Planet, visit www.brighterplanet.com.

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