



**BRIGHTER
PLANET**

FOR IMMEDIATE RELEASE
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Brighter Planet Completes Series B Financing

Names Leading Environmentalist, Bank Executive, and Investor to Board

Middlebury, VT— Brighter Planet, an innovative company providing practical solutions to climate change, has completed their Series B round of financing led by Crow Hill Ventures. Founded in 2006, a number of Brighter Planet's investors from the \$500,000 Series A round participated in this financing.

Three new Directors are also being named to the Board: Betsy Taylor, 1Sky co-founder and grassroots organizer for the climate movement; Kaj Jensen, Vice President for Public Policy of Bank of America who helps to oversee the bank's environmental initiatives; and Stan Fishkin, President of Crow Hill Capital, LTD and Crow Hill Ventures, LTD. They join Patti Prairie, CEO of Brighter Planet; Churchill G. Franklin, Executive Vice President and Chief Operating Office of Acadian Asset Management; Nicco Mele, President of EchoDitto; and co-founders Andrew Rossmeissl and Jacob Whitcomb.

Brighter Planet's proprietary technology platform, www.brighterplanet.com, helps people estimate their carbon footprint, learn ways to reduce their environmental impact, track their progress toward carbon neutrality, and see the positive impact they are making. Partnering with Bank of America, the premium carbon offset provider *NativeEnergy*, and leading environmentalists, the Brighter Planet™ Visa® Credit and Check Cards were announced late last year. Sustainability services for consumers and events organizers eager to offset their carbon emissions were announced last month. These and other products in the pipeline invest in community-based renewable energy projects.

Brighter Planet members are now helping to build wind turbines on family farms in Minnesota and South Dakota and a large wind turbine for the Wray School District in Colorado. These projects, and others added as the member base grows, help decrease the country's dependence on carbon-emitting "dirty" energy sources like coal-burning power plants. Brighter Planet works with its Project Select Committee of renowned environmentalists to select only those wind, methane, or solar projects that meet rigorous quality standards.

"The new capital will help broaden our technology base and expand our sales and marketing capabilities," says Prairie, Brighter Planet, CEO. She expects that its team will double in size by the end of the year. The company used its Series A funding to develop strategy, formulate environmental policies, design its technology platform, secure key hires, sign five-year Bank of America and Visa contracts, launch their flagship products, and develop marketing relationships.

About Brighter Planet: A socially responsible company, Brighter Planet offers innovative products and services to help build a clean-energy future. Successfully launching the Brighter Planet Visa Credit and Check Cards, along with carbon footprint reduction and renewable energy investment services, Brighter Planet is empowering individuals and businesses in the fight against global warming. For more information on Brighter Planet, visit www.brighterplanet.com.

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