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**Brighter Planet Expands for Continued Growth
Appointing Ashley Jones Tagatac as Sales & Strategic Partnerships Director**

Middlebury, VT.—Brighter Planet, an innovative company offering products and services helping people take charge in the fight against global warming, appointed Ashley Jones Tagatac as Sales and Strategic Partnerships Director. Bringing two decades of experience in financial services sales and special projects evaluating new business ventures, Tagatac joined the firm last week.

"Ashley brings a level of talent and professional experience to Brighter Planet at a pivotal phase in our growth, says Patti Prairie, CEO of Brighter Planet. " Since launching in November, we have thousands of customers who offset over 10 million pounds of CO2 - that's like taking 300,000 cars off the road for a day. Having closed our Series B round of financing last week, we are poised for our next round of growth and innovations. "

Providing leadership for Brighter Planet's sales and partnership efforts, Tagatac is responsible for sales through distribution channels and partnership relationships. In her previous role as Senior Vice President at Lehman Brothers in New York, she managed an East Coast sales team, covering Florida to Toronto. Prior to that, she was Executive Director at Morgan Stanley, creating and delivering sales proposals to prospects throughout the United States.

In addition, Tagatac is active in recruiting and mentoring in several roles; she is chair of the Membership Committee of the 100 Women in Hedge Funds, an alumna interviewer for her alma mater, Georgetown University, as well as serving in an elected position on the Board of Education in Stowe, Vermont.

Tagatac says, "Brighter Planet's innovative products and services allow everyone the opportunity to build a clean energy future. I am excited to be able to apply my financial expertise to aid in the fight against global warming and to work with an energetic and socially responsible company."

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. Successfully launching the Brighter Planet™ Visa® Credit and Check Cards, along with event offsetting 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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