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BREAKING NEWS FOR GREEN AND SUSTAINABILITY BEATS

Consumer Perceptions of "Green" Companies, Buy-In to Man-Made Climate Change Documented in New 'Eco Pulse' Study

72 Percent Claim Poor Corporate Environmental Record Can Impact Future Purchases

Knoxville, Tenn. – While a significant percentage of U.S. consumers don't agree that climate change is occurring and is primarily caused by human activity, a sizable majority – nearly three-fourths – said that a significant environmental slip-up can cause them to stop purchasing a company's products.

So reports Eco Pulse, the newest national study on U.S. consumers and green affinity, produced by Shelton Group, a Tennessee advertising agency focused on energy, energy efficiency and sustainability.

When Eco Pulse asked "How much do you agree or disagree with the following statement: 'Global warming, or climate change, is occurring, and it is primarily caused by human activity,'" 57 percent of Americans agreed or strongly agreed with this statement, with 20 percent disagreeing or strongly disagreeing (23 percent were unsure).

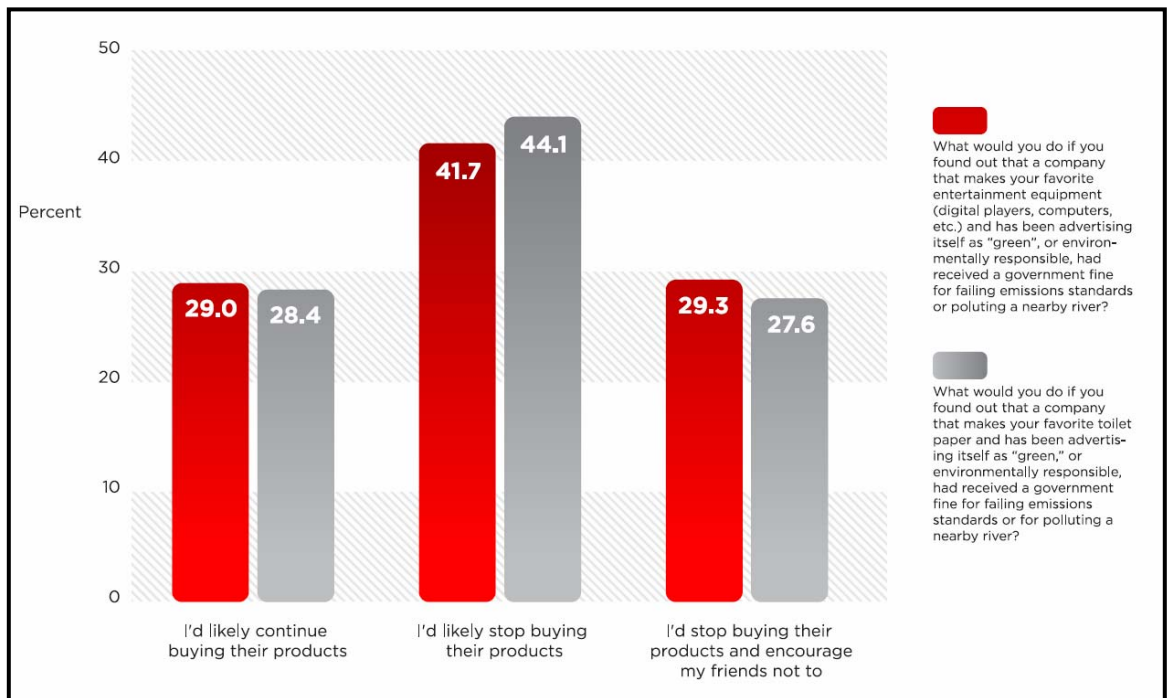
"Companies stand to risk a great deal with their customer base if they encounter an environmental performance crisis."

*-- Suzanne Shelton, CEO,
Shelton Group*

When asked, "What would you do if you found out that a company that makes your favorite toilet paper and has been advertising itself as "green," or environmentally responsible, had received a

government fine for failing emissions standards or for polluting a nearby river?" 28 percent said they would likely keep buying, 44 percent said they would likely stop buying and 28 percent said they would stop

-more-



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buying and encourage their friends not to as well. These percentages remained largely the same when the product category switched to electronic entertainment equipment.

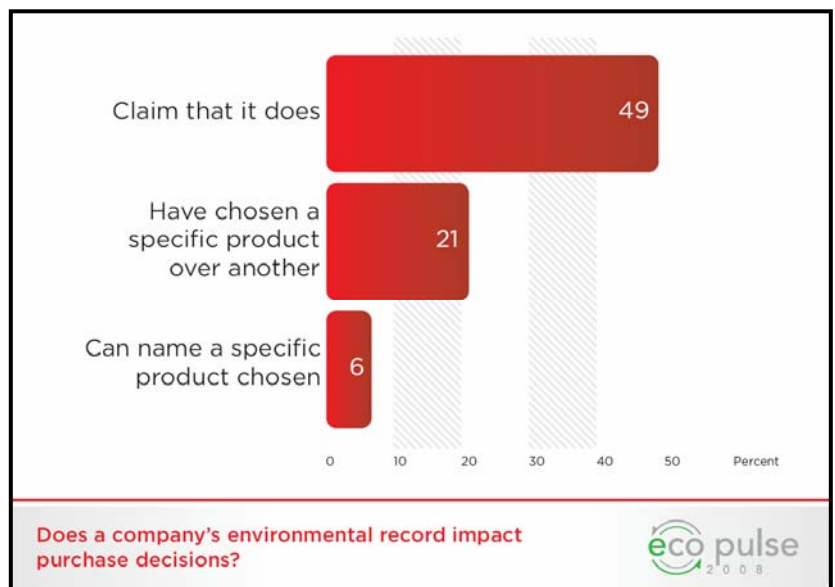
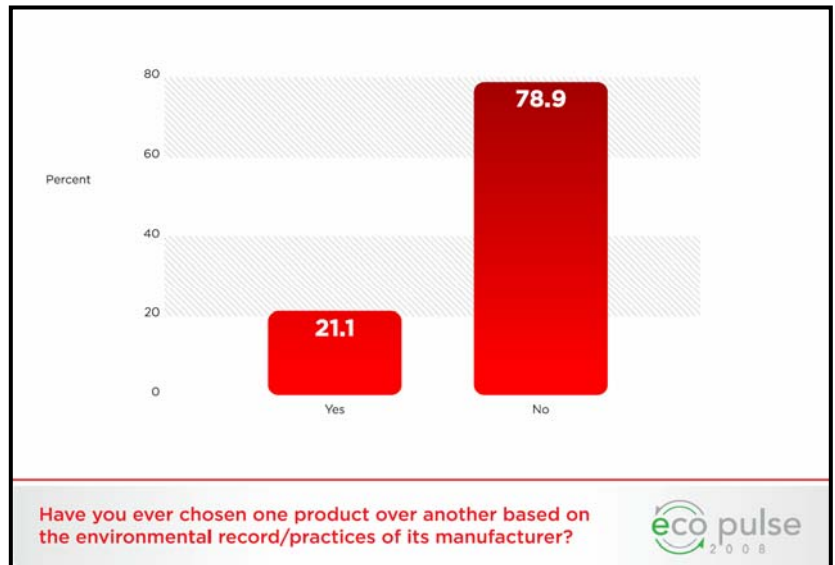
“This number really got our attention – that 72 percent of consumers said that a serious environmental infraction would cause them to take an activist-type role at the point of purchase – with more than one-fourth going so far as to encourage others to boycott an offending company as well,” said Shelton Group CEO Suzanne Shelton.

“Of course, how much these stats play out in reality has a great deal to do with the level of negative media coverage associated with a corporate environmental slip-up,” Shelton said. “Nonetheless, companies should take note that – given today’s public standards – they stand to risk a great deal with their customer base if they encounter an environmental performance crisis.”

Eco Pulse also found that belief in “man-made” climate change varies significantly by political philosophy. While 72 percent of those who defined themselves as “somewhat to very liberal”

agreed with climate change being man-made, 64 percent who said they were “completely moderate” agreed and 41 percent of those who said they were “somewhat to very conservative” agreed.

Eco Pulse respondents also confirmed the skepticism Shelton has heard in recent focus groups regarding green corporate positioning. When asked why most companies that adopt environmentally friendly practices do so, most (47 percent) responded “to make their company look better to the public.” Only 13 percent believed it was “because their owners/shareholders care about the environment.”



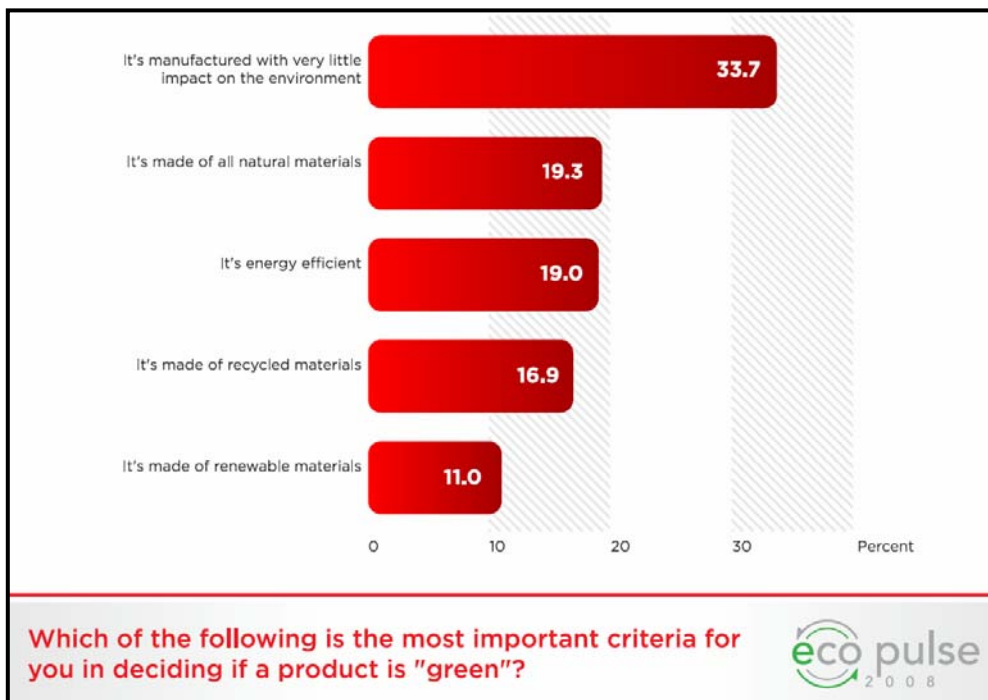
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Americans are also all over the board in terms of what they think makes a company green. When given a range of “green company” descriptions and activities to evaluate as to whether they qualified the company as “green” or not, 69 percent chose the strictest standard offered: "A company that uses renewable energy, has zero waste in their manufacturing process and produces ‘green’ products," while 52 percent chose one of the weakest standards: "a company that recycles."

However, just because a company makes a green product doesn't mean it will be perceived as green if its

manufacturing plants are not. Only four percent chose "a company that has manufacturing plants contaminated with chemical waste, but manufactures wind turbines to produce ‘green’ power."

When given a list of criteria for deciding if a product is green, 33 percent of respondents



said "manufactured with very little impact on the environment" was most important and 19 percent (each) chose "made of all-natural materials" and "energy efficient."

Energy efficiency ranked relatively low on the list of criteria, although energy generation is the largest contributor to greenhouse gases worldwide, with coal-fired plants to generate electricity the top culprit.

ABOUT SHELTON GROUP:

Based in Knoxville, Tenn., Shelton Group is an advertising agency entirely focused on energy, energy efficiency and sustainability. Founded more than 17 years ago by CEO Suzanne Shelton, Shelton Group uniquely understands the consumer mindset as it relates to energy, energy efficiency, conservation and green marketing – based on its portfolio that includes a multi-year range of original consumer research (www.energypulse.org) and client work for such accounts as BP Solar, Andersen Windows, Vectren, Knauf Insulation and the American Institute of Architects.