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Eat. Learn. Live Green. Guidance Hosts Eco-Friendly Event

MARINA DEL REY, Calif. – July 11th, 2008 – What's that saying about "think globally, act locally"? Nobody said you couldn't have a little fun in the process, right?

That about sums up the recent Guidance Green Picnic, which took place on July 11 at the Guidance campus. Under the banner "Eat. Learn. Live Green," the gathering served as an opportunity to celebrate the summer -- and some key company milestones -- with a little environmental consciousness-raising, an eco-trivia station (with appropriate prizes), and gourmet meatless wonders from Veggie Grill, all washed down with organic juices, sodas and beers.



Coinciding with Guidance's recent green hosting announcement and organized by the company's Green committee, the Picnic provided a forum for three outstanding environmental organizations. Go Earth's (www.goearthcentral.com) Paula Kassouf spoke about renewable resources and her company's sugar cane-based products, while Adam Gerard of Tree Musketeers (www.treemusketeers.org), described his youth environmental organization -- the first of its kind in the nation. David Fink discussed urban sustainability and his organization, Global Green USA (www.globalgreen.com).



From left: Wanda Shapiro (Guidance Green), Alejandra Espinosa (Guidance Green), Corey Roscoe (Tree Musketeers), Adam Gerard (Tree Musketeers), David Fink (Global Green USA), Paula Kassouf (Go Earth Central), Jon Provvisor (Guidance Green), Catherine Lanza (Guidance Green)

The information exchange didn't stop there. Guidance distributed literature from a host of leading environmental organizations, including Project AWARE Foundation, the Wilderness Society, the Sierra Club, the National Wildlife Federation, Earth Share of California and the Green Building Resource Center. Next was the Eco-Trivia Station, where winners walked away with such prizes as reusable Go Earth Central tote bags, energy-efficient light bulbs and savory organic treats.

Guidance employees followed their green muse at the Planting Station, creating their own potted plants from a selection of 15 varieties of succulents. At the employees' desks, the plants help absorb indoor pollution generated by the company's electronics and other systems.

And true to its billing to "Live Green," the Guidance Green committee didn't miss a detail. Food was served on compostable, sugarcane-based plates, utensils and cups, distributed by Go Earth Central. Trash was collected in recycle bins and non-recyclable items collected in bio-degradable bags.

Guidance is proud to be an environmentally-aware, 100% carbon-neutral company that has significantly reduced its



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overall consumption of electricity as a result of a company-wide commitment to sustainable business practices, which Guidance shares in detail in the Green Toolkit offered [here](#).

About Guidance Green

As a committee formed by Guidance employees who value the importance of living and working in a healthy planet, Guidance Green's goal is to discover new ways to help Guidance operate as an environmentally-conscious company. The committee also seeks to inspire clients, partners and the community in general via their website, GuidanceGreen.org, their blog, and eco-friendly events. Clients who are equally concerned about the environment and practice thoughtful purchasing habits will find a sympathetic ear when working with Guidance.

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

About Global Green USA

Founded in 1993 by activist and philanthropist Diane Meyer Simon, Global Green (www.globalgreen.org) is the American Arm of Green Cross International (GCI), which was created by President Mikhail S. Gorbachev to foster a global value shift toward a sustainable and secure future by reconnecting humanity with the environment. Global Green USA is the only national environmental non-profit headquartered in Southern California with offices in New Orleans, Washington DC, and New York, and is one of 31 national GCI affiliates throughout the world.

About Go Earth

Go Earth (www.goearth.com) assists corporations in going green by analyzing areas of their business operations where impactful changes can be made. Since every business is different, Go Earth consults and "targets green" corporations to find ways to be sustainable in various stages (bronze, silver and gold), at the comfort level of each company. Go Earth also gears its services towards the corporate culture to make sure the employees are excited about the company's green initiatives and that the greening process fits in with the corporation's mission. In addition to its consulting services, Go Earth also offers an innovative product line of sugarcane-based tableware to clients that generate excessive amounts of non-biodegradable waste. Go Earth's eco-friendly product line includes non-petroleum-based cutlery and replaces tree, foam and plastic products.

About Tree Musketeers

Founded in 1987 by a Brownie Girl Scout troop as the nation's first youth environmental organization, Tree Musketeers (www.treemusketeers.org) continues to expand the vision of its founders, while operating as a nonprofit where kids are the decision makers. The mission of the El Segundo-based organization is to empower young people to be leaders of



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environmental and social change in the Earth's communities, with kids teaching other kids to become active citizens and community leaders.

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