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## Guidance Achieves Carbon Neutrality, Marks Several Green Milestones In 2007

**MARINA DEL REY, Calif. – January 15<sup>th</sup>, 2008** – Guidance today announced that the company achieved carbon neutrality in 2007 - a full 18 months ahead of its goal.

For 2007, Guidance's purchase of renewable energy credits offset 100 percent of the carbon emissions associated with its business activities. The renewable energy source derives from wind and biomass production facilities. The company's commitment to using renewable energy credits helps avoid more than 99 metric tons - or 219,000 pounds - of CO2 per year, which has the equivalent impact of not driving more than 243,000 miles.

This achievement is the work of Guidance Green, a committee established to help Guidance meet an ambitious yet concrete goal: to operate as an environmentally aware, carbon-neutral company by 2009. In March of this year, Guidance employees officially declared that the environment matters to them, as a business and as individuals, and they signed a declaration to set in motion actions that will help Guidance go green. To read the declaration, go here <http://www.guidance.com/images/green/green.pdf>.

"Our respect for the environment requires that we consider the negative impact we make on our Earth and that we jointly declare our commitment to reduce that impact and to preserve our planet," said Jon Provisor, Guidance CTO and head of Guidance Green. "It's more than a set of 'green' policies and procedures - though that's certainly where we all need to start. But beyond that, it's about making a commitment to live and work differently, to get involved in our community and to help others do the same. It's personal for us."

In June, Guidance employees partnered with Heal the Bay and local Boy Scout Troop 108 to spend the morning cleaning up Mother's Beach in nearby Venice, Calif. In August, Provisor and his son spent a day with the Tree Musketeers, a non-profit organization with a mission to help young people become leaders of environmental and social change in the Earth's communities. Among the green-friendly changes Guidance made throughout 2007:

- Celebrated National Rideshare Week by implementing rideshare day and an ongoing carpool incentive program
- Implemented recycling program
- Switched to purchase of recycled paper office products, holiday cards and other paper goods
- Set the A/C to maintain a steady temperature and to turn off when not in use
- Launched the Guidance Green blog (<http://www.guidancegreen.blogspot.com/>) to create a community of like-minded individuals and companies that can respond together to the Green Challenge
- Installed motion detectors in the restrooms to save electricity
- Phased out plastic and paper use in the kitchen
- Installed bicycle racks to encourage bike riding
- Began using energy efficient light bulbs wherever possible



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Data centers account for 1.5 percent to 3 percent of electricity consumption in the United States, according to *CIO Magazine's* special report, "Green is Better." A recent report by Stanford University researcher Jonathan Koomey says worldwide energy consumption for servers, cooling equipment and related infrastructure doubled from 2000 to 2005, and could nearly double again by 2010 - unless companies make a concerted effort for change. That effort can include seemingly mundane acts like better managing data center cooling and keeping a closer eye on electricity bills, according to *InformationWeek's* review of the report, titled "Estimating Regional Power Consumption By Servers, A Technical Note."

Guidance has committed to reducing its own energy waste, to minimizing consumption, and to reusing and recycling material waste produced through its business activities. The company also is evaluating its hardware choices based on environmental impact, to reduce electricity consumption. Guidance is working to expand the Guidance Green mission into the community through the participation in and creation of eco-friendly events, and through the Guidance Green blog.

Guidance's green initiative was inspired by its client, Bentley Prince Street, a leading U.S. manufacturer of award-winning broadloom and carpet tile products for commercial interiors. Bentley Prince Street is committed to sustainable commerce and innovations to integrate style and function with environmental practices through its Mission Zero™ goal of eliminating any negative impact it has on the environment by the year 2020.

## **About Guidance**

Since 1993, Guidance ([www.guidance.com](http://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 Bentley Prince Street**

Defining style, color, quality and service for more than 25 years, Bentley Prince Street manufactures and markets award-winning broadloom and carpet tile products for commercial interiors across the globe. Bentley Prince Street is committed to sustainable commerce and innovations to integrate style and function with environmental practices through its Mission Zero™ goal of eliminating any negative impact it has on the environment by the year 2020. With the industry's most comprehensive vertical carpet manufacturing facility, the company maintains third-party certification to the ISO 9001 Quality Management System and the ISO 14001 Environmental Management System. Based on Los Angeles County, California, Bentley Prince Street is a subsidiary of Interface, Inc., a global provider of floor coverings. For more information, please visit [www.bentleyprincestreet.com](http://www.bentleyprincestreet.com).



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