

Public Announcement - October 2009

CALL FOR 'EXPRESSIONS OF INTEREST' TO PARTICIPATE IN INNOVATIVE NEW VENTURE TO REWARD CONSUMERS FOR MORE SUSTAINABLE PURCHASING DECISIONS

Manufacturers and service providers are being invited to participate in The Sustainability Card™, a new commercial green marketing platform to reward consumers with cash rebates when they buy selected products with proven sustainability credentials.

An initial call for 'Expressions of Interest' in strategic brand partnering and product participation with The Sustainability Card™ is now open and will close for first-round responses on November 30th, 2009 (see www.sustainabilitycard.com.au). Briefings are available on application.

The Sustainability Card™ cardholder membership will become a very large virtual community of environmentally conscious consumers who want their shopping dollars to make a difference via carefully evaluated products and services focused on a wide range of environmental sustainability issues and solutions.

With many selections across numerous product categories, The Sustainability Card™ will streamline the process for consumers to claim financial benefits and spend them wherever EFTPOS facilities are available. There are no points or gimmicks and it is not a discount card.

Founding partner for The Sustainability Card™, Mr. Mike Farley, said: 'A great challenge for businesses committed to a more sustainable future is engaging and influencing their staff, suppliers, and of course their customers and consumers to literally buy into this transitional journey.'

The managing director of The Sustainability Card Pty. Limited, Mr. Michael Stovin-Bradford, said: 'Our membership card is a commercial platform that helps businesses to get rewarded too for giving consumers more sustainable choices and becoming more sustainable themselves.'

Benefits for participating brand owners include narrowcasting their marketing to a sustainability-aware audience (i.e. Lifestyles of Health and Sustainability consumers – see market research at www.mobium.com.au) and simplifying management and effective delivery of producer rebate promotions.

Expected to retail for around \$7, The Sustainability Card™ will be available through retail outlets, from participating companies, online and through a number of other partner networks including non-profits using a charitable fund-raising model. As well as the standard consumer card, there also will be staff reward and business-to-business (or B2B) versions of The Sustainability Card™ that offer additional branding, customer and supplier engagement, and operational benefits.

To support the development of a more sustainable consumer marketplace, 10% of card sale revenue will go into The Sustainability Card™ Innovation Fund, which will make grants to drive research and innovation in the areas of sustainable production, consumption and marketing.

INDICATIVE ONLY: Examples of the kind of rewards that cardholders could be eligible to claim are approx. \$100 for a highly energy efficient fridge or dishwasher, approx. \$250 for a solar hot water installation, approx. \$50 for switching to a 100% GreenPower home electricity contract and approx. \$25 for purchasing two cartons of organic wine.

***MEET The Sustainability Card™ project team & check out our approach to evaluating products at www.sustainabilitycard.com.au; contact MD Michael Stovin-Bradford on mobile 0411 703976 or office 02 8065 9694 or email michael.sb@sustainabilitycard.com.au**

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