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GREEN SEAL AND ENVIRONMENTAL MEDIA ASSOCIATION ANNOUNCE "24" AS FIRST RECIPIENT OF NEW EMA GREEN SEAL

FOX's "24" Receives Award After Meeting New Rigorous Standards

WASHINGTON, DC (November 17, 2009) — Green Seal, Inc. and the Environmental Media Association (EMA) announced today that FOX's "24" will be the first production to receive the new EMA Green Seal Award. The new standard for green productions includes auditing, rigorous standards and is designed to promote sustainable practices in the entertainment industry.

EMA established the EMA Green Seal in 2004 as an award that recognized and praised film and television productions that incorporated green initiatives into production practices. Green Seal, Inc. and EMA recently officially partnered to continue their groundbreaking work in greening the entertainment industry. The revised EMA Green Seal program allows EMA and Green Seal, Inc. to simultaneously promote sustainable production methods and highlight those in the industry who make strides in incorporating these practices into both film and television production.

"We are so excited that '24' is the first series to receive the new EMA Green Seal," said Debbie Levin, President, EMA. "The producers, with the support of FOX and the cast, have been leaders in sustainable productions for many years, so it makes sense that they would be the first to qualify for the new EMA Green Seal."

“I am so proud of the strides we’ve made in reducing the production’s carbon footprint,” commented ‘24’ executive producer and showrunner Howard Gordon. “Our cast and crew’s commitment to this effort has been extraordinary, and what surprised many of us was how easy it was to make small but really meaningful changes to the production process. We hope our example inspires other series to do the same and are happy to share the strategies we’ve learned with the dozens of TV productions shooting around town.”

“The producers of ‘24’ are to be commended for their commitment to sustainable productions, and we hope they will serve as a model as we begin to roll out the new EMA Green Seal,” said Green Seal CEO Dr. Arthur Weissman.

About Green Seal, Inc.

Green Seal, a non-profit based in Washington D.C., has been identifying consumer and institutional products and services that protect the environment and human health since 1989. Green Seal has certified more than 3,600 products and services in over 114 categories. The independent organization focuses on certification to its leadership standards, avoiding any conflict of interest that may arise from recommending products or consulting with applicants. For more information, visit www.GreenSeal.org.

About Environmental Media Association (EMA)

EMA mobilizes the entertainment industry in a global effort to educate people about environmental issues and inspire them into action. Linking the power of celebrity to environmental awareness, EMA believes that through television, film and music, the entertainment community can affect change in a positive way. EMA’s work is widespread, from subtle messaging on the screen to promoting sustainable lifestyle choices through celebrity role modeling and educating influential people on the power of “green.” Through it all, EMA’s goal is inspiring the path to a healthier planet. A non-profit 501(c)(3), EMA was founded in 1989 by Cindy and Alan Horn and Lyn and Norman Lear. www.ema-online.org

About “24”

24, created by Joel Surnow and Robert Cochran, is a production of 20th Century Fox Television and Imagine Television in association with Teakwood Lane Productions. Howard Gordon, Evan Katz, David Fury, Manny Coto, Brannon Braga, Brad Turner, Alex Gansa, Kiefer Sutherland and Brian Grazer are executive producers while Chip Johannessen and Patrick Harbinson serve as co-executive producers. The Emmy Award-winning drama, which stars Kiefer Sutherland, Mary Lynn Rajs kub, Cherry Jones, Anil Kapoor, Annie Wersching, Katee Sackhoff, Mykelti Williamson, Freddie Prinze Jr., Chris Diamantopoulos and John Boyd, returns for its next astonishing day with a two-night, four-hour premiere event Sunday, Jan. 17 (9:00-11:00 PM ET/PT) and Monday, Jan. 18 (8:00-10:00 PM ET/PT) on FOX.

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