



**FOR IMMEDIATE RELEASE**

**PRESS CONTACT:**

Barbara Hodgson, (310) 915-7123  
Hodgson Communications

Linda Chipperfield, (202) 872-6400  
Green Seal Inc.  
Vice President of Marketing/Outreach

**GREEN SEAL INC. ANNOUNCES ITS FIRST-EVER  
LAUREATE COMPANY RECOGNITION PROGRAM**

*Validating Environmental Excellence*

Washington, DC — October 28, 2008. Green Seal today launches their new Laureate Program because it's time to recognize and grow the most sustainable companies in the US. In an economy where green is the new buzz word, misleading claims (greenwashing) are not only discouraging for customers but dangerous for brand integrity. Solid proof of sustainability is key. Green Seal identifies and recognizes companies that are truly environmentally responsible.

Green Seal Laureate recognition aligns consumer product companies with the impeccable reputation of Green Seal, a 20-year-old, 3rd-party seal of approval recognized by Fortune 500 companies, retailers and consumers alike. Green Seal uses science-based standards and the power of the marketplace to create a more sustainable world.

In keeping with Green Seal's long-standing approach to environmental recognition and product labeling, acceptance into the Laureate Program is open and transparent. Requirements are life-cycle based and focus on areas such as energy use, air and water impacts, waste, and toxic chemicals. A company's key product lines must be certified where environmental standards exist for those products. Laureate recognition is not a one-time award, but a rigorous program that involves regular monitoring to ensure ongoing high performance.

Green Seal Laureate Companies will be recognized as environmental stewards and will enjoy the benefits of being proven green leaders. Find out more information about Green Seal's Laureate Recognition Program by contacting Dr. Mark Rentschler, Director of Institutional Green Programs, Green Seal Inc. (202) 872-6400 [www.greenseal.org](http://www.greenseal.org) and [laureate@greenseal.org](mailto:laureate@greenseal.org)

More

Laureate Program-2-2-2

**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 from toxic chemicals, noxious fumes and wasted resources since 1989. Green Seal is the first non-profit certifier (ecolabel) in the U.S. and has developed over 30 standards and certified more than 3,100 products and services. Using a transparent, life-cycle assessment based labeling system; Green Seal guides consumers and purchasers to make the environmentally preferable choices.

###