



Green Buildings

Company Overview

Sterling Planet is a sustainability pioneer in the US retail market – first with Renewable Energy Certificates, first with White Tags™ Energy Efficiency Certificates, first with a comprehensive 3-step solution to carbon neutrality.

3 Steps to Carbon Neutrality

1. Reduce.

White Tags™ and Energy Efficiency

2. Renew.

Green America™ Renewable Energy
Onsite Renewable Generation
Fixed-Price Renewable Electricity

3. Shift to Carbon Neutral.

Verified carbon offsets

Total carbon neutrality solutions,
or any mix of three main services

Client Profile (October 2007)

- ▶ 862 businesses
- ▶ 125 government agencies
- ▶ 38 colleges and universities
- ▶ 49 electric utilities

Environmental Impact (October 2007)

Sterling Planet sales to date have averted **20.3 billion pounds** of carbon emissions, representing enough electricity to power 1.4 million homes for a year. The environmental benefits compare to neutralizing the carbon dioxide emissions of 1.9 million cars for a year.



As a U.S. Environmental Protection Agency Climate Leaders partner, Sterling Planet has committed to net zero greenhouse gas emissions. All company electricity use and employee travel is offset with renewable energy.

Businesses and nonprofits nationwide are “greening up” with Sterling Planet Renewable Energy Certificates (RECs) and earning LEED® certification points for both new and existing buildings from the U.S. Green Building Council. RECs are an increasingly popular method of supporting clean, renewable energy and meeting goals of sustainability and greenhouse gas reduction.

Sterling Planet was the first major national renewable energy provider to join the USGBC, and a LEED Accredited Design Professional is on staff. The company has a strong track record in providing RECs for LEED projects. The LEED (Leadership in Energy and Environmental Design) Green Building Rating System™ is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings.

Created by the non-profit U.S. Green Building Council, LEED addresses defined markets within the commercial and residential building industries through individualized systems, including new construction and existing buildings.

Four progressive levels of LEED certification – Certified, Silver, Gold and Platinum – measure achievements in green buildings based on the number of points awarded to a project. A REC purchase earns points in the “Energy and Atmosphere” category.

Sterling Planet is pleased to offer LEED clients an array of REC options:

- ▶ Diverse source types – wind, solar, small or low-impact hydro, geothermal, landfill gas and bioenergy
- ▶ Green-e certification
- ▶ Generation locations across the country
- ▶ Blends to suit client preferences – for example, 100% wind or a 50-50 blend of wind and landfill gas, or any combination
- ▶ Attractive pricing, particularly for high-volume, multi-year transactions.

Sample LEED® Clients Business Sector

- ▶ Nike
- ▶ The Tower Companies
- ▶ Herman Miller, Inc.
- ▶ Melaver, Inc.
- ▶ Touchstone Corporation
- ▶ Sempra Energy

College and University Sector

- ▶ Harvard
- ▶ Duke
- ▶ University of Utah
- ▶ Sierra Nevada College

Sample Associations

- ▶ U.S. Green Building Council
- ▶ EPA Climate Leaders
- ▶ Center for Resource Solutions (Green-e Certification Program)
- ▶ Environmental Resources Trust
- ▶ AWEA, American Wind Energy Association

Mission

Sterling Planet's mission is to lead the migration to sustainable energy that is good for the environment, economy and all current and future generations.

Vision

To be the partner of choice for providing enterprise-wide carbon neutrality solutions focused on energy efficiency, renewable energy and carbon offsets.

Core Values

- ▶ Creating and satisfying consumer demand for clean energy
- ▶ Reinvesting profits into renewable energy project development and energy conservation
- ▶ Supporting positive social change and environmental awareness
- ▶ Driving market development with innovative products and services



Sterling Planet Leadership

Mel Jones
President & Chief Executive Officer

Ron Mitchell
Executive Vice President

Alden Hathaway II
Senior Vice President

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LEED Case Studies – Sterling Planet Clients



Nike's Ken Griffey, Jr. Building

U.S. Green Building Council LEED-EB Gold

One of only 13 buildings worldwide to achieve this high standard

Beaverton, OR

Nike's commitment to innovation and sustainability is demonstrated through its success in earning a LEED-EB "Gold" rating from the U.S. Green Building Council for its Ken Griffey, Jr. Building - one of only 13 buildings worldwide to achieve the same standard.

The LEED-EB (Leadership in Energy and Environmental Design for Existing Buildings) criteria cover building operations and systems upgrades in existing buildings where the majority of interior and exterior surfaces remain unchanged. To date, Sterling Planet has supplied Nike with 72.5 million kWh of wind RECs.

The Tower Companies' Blair Towns Project

U.S. Green Building Council LEED-NC

Nation's first LEED-NC certified multi-family rental development

Silver Spring, MD

Blairs Towns represents a "smart growth" approach to multi-family development. This 78-unit apartment community, comprising one 4-story building and two 3-story buildings, was built on a surface parking lot located on a portion of the Blair property. This is a mixed-use urban site in downtown Silver Spring, Maryland, with existing apartment buildings, shops and a variety of parking facilities. The project offers variety in unit types and high-end interiors.

The Tower Companies' award-winning real estate and development has earned praise from the sustainable design and philanthropic communities. Sterling Planet has supplied The Tower Companies with more than 41 million kWh of wind RECs since 2003.



Reduce. Renew. Shift to carbon neutral.

