

Balanced Viewpoint Announces Companywide Sustainability Initiative and Commits to Moving to a Carbon-Neutral Organization Over the Next Two Years

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LOS ANGELES, California – Management consulting, research and event firm Balanced Viewpoint today announced plans to move to a carbon-neutral consulting model within two years. The company said its commitment to carbon-neutrality applies to all aspects of its global operations—both internal and client-facing activities—and is one part of a larger sustainability effort being launched across the firm.

Balanced Viewpoint will develop a series of innovative alternative delivery mechanisms the firm's consultants worldwide can use for providing consulting services in a more sustainable and environmentally friendly way.

"The travel inherent in the consulting and event industry gives it a disproportionately large carbon footprint compared with many other professional services organizations," said Peter Lindfield, Managing Director of Balanced Viewpoint. "As our clients increasingly make sustainability commitments to their stakeholders, we are dedicated to doing all we can to help them maintain those commitments when utilizing consulting services."

The firm announced the global sustainability effort to address the impact the company's activities have on the environment. Balanced Viewpoint pledged to become carbon neutral within the next two years by reducing its own emissions and investing in climate-protecting projects meeting the highest international quality standards. Consistent with this pledge will be initiatives to limit internal travel; shift necessary travel from air to rail as feasible; select services from among carbon-efficient airlines, hotels and rental car companies; increase the use of public transit; and further increase energy and resource efficiency in its operations.

"We are seeking to change our own behavior and help shape the way Balanced Viewpoint employees think about sustainability." Lindfield said. "We anticipate this issue will bring a fundamental paradigm shift to every industry and we intend to be at the leading edge in adjusting to changing client expectations and needs."

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About Balanced Viewpoint

Founded in 2005, Balanced Viewpoint is a provider of research and analysis on the global IT and telecommunications industries and delivers thought leadership and actionable advice to enable its clients to make more informed business and technology decisions with a specific focus on emerging global challenges and risks. Balanced Viewpoint is a privately owned firm with professionals operating out of Canada and the U.S. For more information about Balanced Viewpoint, visit www.balancedviewpoint.com.