

FOR IMMEDIATE RELEASE

**SymbioSus Sustainability Consulting, Inc. Selects Appalachian Mountain Club for
Local Portion of its 1% for the Planet Commitment**

Southborough, MA, December 28, 2010 – SymbioSus Sustainability Consulting, Inc. announced today that it has selected the Appalachian Mountain Club (AMC) as the recipient of the local portion of its 1% for the Planet commitment. SymbioSus,[™] a sustainability consulting firm focused on helping small to mid-sized businesses increase their profitability and competitive advantage via increased environmental sustainability, is a member of 1% for the Planet, an international movement of over 1300 companies in 38 countries that donate at least 1% of revenues annually to environmentally-focused non-profit organizations. SymbioSus has chosen to direct half of its donations to organizations doing international environmental work, and half to organizations working in its home region, the New England region of the United States. Today, SymbioSus announced that it has selected the Appalachian Mountain Club as the recipient of the local portion of its funding contributions. The funding will be directed to the AMC's general efforts to preserve the great natural spaces throughout New England, as well as to the AMC's specific campaign to preserve and protect Maine's 100-mile Wilderness. SymbioSus recently made a separate and additional donation to the AMC in lieu of purchasing and sending printed holiday greetings, sending its greetings electronically instead, as part of the company's ongoing commitment to minimizing its environmental impact.

Founded in 1876, the Appalachian Mountain Club is the oldest outdoor recreation and conservation club in the United States. Its mission is to promote the protection, enjoyment, and understanding of the great natural areas of New England and the Appalachian region. The organization supports a wide range of activities, including natural habitat preservation, trail maintenance, guided wilderness excursions of all types, staffed and self-service huts, and educational programs on the outdoors. The AMC's work is supported by membership fees and donations. Some of its most important work is the preservation of critical natural areas. AMC's largest conservation effort is its Campaign for the Maine Woods, an effort to raise \$52 million for the ongoing preservation of Maine's 100-mile Wilderness. To date, the AMC has raised approximately \$45 million for the campaign, or over 85% of its goal.

SymbioSus President Bryan Sheehan says, "The AMC has been a successful and tireless leader in helping people understand, enjoy, and protect the rare and wonderful natural places in the New England and the Appalachian region. They successfully show that we can – and must – live in a symbiotic, mutually beneficial relationship with the natural environment, from which all of our resources come. The great natural places in New England, highlighted by New Hampshire's White Mountain National Forest and Maine's 100-mile Wilderness, are unique and spectacular regional and national treasures that are vital to the human health, ecological stability, economic prosperity, biodiversity, and quality of life of the New England region. SymbioSus is proud to support the AMC in their vital work to preserve these critical areas. We encourage as many people as possible to get to know and support these wonderful natural areas and the great work of the AMC."

SymbioSus had previously announced the selection of Global Greengrants Fund as the recipient of the international portion of the company's 1% for the Planet commitment. For more information on Global Greengrants Fund, visit www.symbiosus.com/cmsdocuments/PR_2010.11.29_GGF.pdf and www.greengrants.org

About SymbioSus Sustainability Consulting, Inc.

SymbioSus Sustainability Consulting, Inc. is a sustainability consulting firm that helps small to medium-sized businesses profitably increase their sustainability. SymbioSus helps companies better understand, assess, and measure their environmental and social impacts, develop and implement plans to reduce negative impacts,

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reduce risk, resource use, waste and cost, increase resource efficiency, productivity and profits, and communicate the results. SymbioSus works flexibly to address each client's specific needs, whether that is a small, pilot project, a focus in one specific area of sustainability, or a comprehensive assessment, planning, implementation, and reporting process. To learn more about SymbioSus, visit www.symbiosus.com

About the Appalachian Mountain Club

Founded in 1876, the Appalachian Mountain Club is the oldest outdoor recreation and conservation club in the United States. Its mission is to promote the protection, enjoyment, and understanding of the great natural areas of New England and the Appalachian region. The AMC's 12 chapters, from Maine to Washington, D.C., include over 100,000 members, advocates, and supporters, and the organization has over 450 full-time and seasonal staff as well as over 16,000 volunteers. The AMC works to preserve valuable natural places through advocacy, education, and direct conservation work; it educates members and the public through publications, workshops, and excursions; it maintains over 1,500 miles of trail in the Northeast; and helps people enjoy and learn about the outdoors through over 8,000 outdoor excursions of all types each year and by serving over 150,000 visitors each year in its wide range of lodges, huts, and camps, and campgrounds.

To learn more about Appalachian Mountain Club, visit www.outdoors.org/

About 1% for the Planet

Started in 2002 by Yvon Chouinard, founder and CEO of Patagonia, and Craig Mathews, owner of Blue Ribbon Flies, 1% for the Planet is a growing global movement of over 1,300 member companies in 38 countries that donate at least 1% of their sales to environmental organizations worldwide. Each day, more than one new business joins the 1% for the Planet movement. In 2010, 1% for the Planet members donated over \$20 million cumulatively to environmental non-profit organizations in the U.S. and around the world – a 30% increase over 2009, despite the challenging economic environment. As a network, the 1% community has become a global leader in funding the work of environmental groups around the world. To learn more about 1% visit

www.onepercentfortheplanet.org

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