

FOR IMMEDIATE RELEASE

**SymbioSus Sustainability Consulting President Bryan Sheehan
Named Guest Host of WUML Sustainability Radio Program 'The Long View'**

Will host monthly interview show on the interaction of sustainability with business and society

Southborough, MA, April 27, 2011 – SymbioSus Sustainability Consulting, Inc., a sustainability consulting firm focused on helping small to medium-sized companies increase their profitability and competitive advantage by optimizing their environmental performance, announced today that SymbioSus™ Founder and President Bryan Sheehan has been selected as a regular guest host of WUML's sustainability radio program, The Long View. WUML (91.5 FM) is the radio station of the University of Massachusetts - Lowell, and The Long View is a 20-minute interview-based program focused on various sustainability topics that airs each Wednesday at 10:00 am Eastern Time as part of the station's 'Thinking Out Loud' programming. Recordings of each program are also uploaded to the internet for online listening in the audio archives section at www.thelongview.org.

SymbioSus President Bryan Sheehan will serve as host for The Long View the last Wednesday of each month, beginning June 29, 2011, and the program will focus on interviewing top local, regional, and national thinkers, leaders, and champions in business and societal sustainability, with a specific focus on how sustainability affects, and is affected by, various spheres of business and society. Isa Cann, creator and primary host of The Long View, along with other periodic guest hosts, will host the program on the other Wednesdays, with a similarly interview-based format, bringing sustainability experts in fields such as education, physical and social sciences, community development, economics, and others, to the public.

SymbioSus President Bryan Sheehan said, "The Long View is a great venue for listeners to stay aware of the latest trends, thoughts, issues, challenges and solutions related to making business and society more sustainable. I am very pleased and excited to be a part of the show's efforts to bring some of the leading voices in sustainability to the public. We hope that the show will serve to stimulate a great deal of thinking and action related to advancing the sustainability of business and society."

Isa Cann, creator of The Long View, said, "As we look to build on the strong foundation of The Long View, and seek to continually add to the listening experience we offer to our widening audience, both via broadcast and on the web, we are excited about the additional sustainability experiences and perspectives that Bryan and his guests will bring to the program."

For more on SymbioSus, visit www.symbiosus.com

For more on The Long View, visit www.thelongview.org and www.thelongview.org/biosnew.php

About SymbioSus Sustainability Consulting, Inc. and Bryan Sheehan

SymbioSus Sustainability Consulting, Inc. is a sustainability consulting firm that helps small to medium-sized businesses increase their profitability and competitive advantage by optimizing their environmental performance. SymbioSus helps companies better understand, assess, and measure their environmental impacts, develop and implement plans to reduce negative impacts, risk, resource use, waste and cost, increase resource efficiency, eco-effectiveness, productivity and profits, and measure and communicate the results. SymbioSus works flexibly to address each client's specific needs, whether that calls for 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

Bryan Sheehan is Founder and President of SymbioSus Sustainability Consulting. In his consulting work and as guest host of The Long View, Bryan brings a combination of sustainability knowledge, practical business experience, and direct involvement in working to increase the sustainability of both business and society. He

has 20 years of business experience in companies ranging from startups to Fortune 500 companies, along with 10 years of concurrent involvement and professional education in the sustainability field. Bryan has a master's degree in sustainable business management and is a member of the International Society of Sustainability Professionals and several other sustainability professional associations. Bryan has been published on sustainability in the New Hampshire Business Review, and has been selected to provide sustainability educational presentations for organizations such as New Hampshire Businesses for Social Responsibility and Green Mountain College.

About The Long View and Isa Cann

The Long View is a 20-minute interview-based radio program focused on various topics in sustainability, in particular the interaction of environmental sustainability with economic and social development. The program airs every Wednesday at 10:00 AM Eastern time on WUML (91.5 FM), as part of the station's 'Thinking Out Loud' programming. Recordings of the broadcasts are also posted to the internet for online listening, in the audio archives section of the program's website, www.thelongview.org. The program brings to listeners leading sustainability thinkers and champions from various sectors, such as physical and social sciences, business, community and economic development, education, and others. The Long View website, www.thelongview.org also contains brief summaries of recent interviews, links to the audio archives, and additional information on sustainability topics covered by the program.

Isa Cann is the creator of The Long View, having launched it as part of her UMass-Lowell graduate work in Regional Economic and Social Development, and is the primary host of the program. Isa has developed the program as a venue to bring preeminent voices in the broad field of sustainability, including professors, politicians, entrepreneurs, scientists and many other knowledgeable and highly regarded individuals, to the listening audience. Isa's primary professional focus is on website and marketing collateral design, via her company, Media Architects (www.mediaarchitects.co).

For more information, contact:

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