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FOR IMMEDIATE RELEASE

VIRTUAL MARKETING AGENCY TURNS GREEN INTO GOLD BY GOING 100% CARBON-NEUTRAL

SAN JOSE, Calif. - April 30, 2010 – Envision Technology Marketing Group, Inc. (ETMG), a provider of marketing solutions for technology companies in the Silicon Valley 150, today announced it has reached its goal of becoming 100% carbon neutral and has been certified as a “Green Business”. ETMG was certified by the [Bay Area Green Business Program](#)—a program that distinguishes small to medium-sized businesses that protect, preserve and sustain the environment. ETMG achieved its carbon neutral status by partnering with [Carbonfund.org](#)—a non-profit organization devoted to promoting the use of clean energy.

ETMG has operated as a virtual company since its inception in 1998— a decision that has made a positive impact on its bottom line as well as the environment. ETMG does not maintain commercial office space with the typical environmental impacts such as a copy room, a break room with energy-hungry appliances, or commercial janitorial services. Employees do not commute and therefore do not contribute harmful CO2 emissions into the environment. Every employee works from home, connecting with each other and their clients by maximizing the use of virtual business tools such as instant messenger, WebEx and social media sites. In this way, ETMG has managed to streamline project workflow as well as business operations while maintaining a miniscule carbon footprint.

“We’re at a time when being environmentally sustainable is a better way to do business, not just because it’s the right thing to do,” said Michael Grodin, principal of ETMG. “We are planting a seed to encourage our employees and customers, no matter how environmentally conscious they may already be, to become more green in ways that are meaningful to them. Leading by example multiplies the effect of being green and every small step counts.”

While being virtual has its inherent environmental benefits, it wasn’t enough. This year, ETMG stepped up its environmental commitment by implementing green policies throughout the company and has purchased hundreds of tons of carbon offset credits that will go towards several energy conservation measures. ETMG has purchased over 800 tons of carbon offset credits over the last 12 months. These credits, purchased from Carbonfund.org, support third-party verified carbon offset projects such as renewable energy, energy efficiency and reforestation projects. Of those carbon credits purchased by ETMG, a portion are purchased each quarter on behalf of its customers as a way to help them support clean technology and reduction projects that according to Carbonfund.org, “drive investment and innovation, and hasten our market transformation to a low carbon future.”

About Envision Technology Marketing Group

Founded in 1998, Envision Technology Marketing Group, Inc. (ETMG) provides marketing solutions for technology companies in the Silicon Valley 150. ETMG specializes in the building blocks of marketing: writing and editing; design and production; project and program management. ETMG brings together the right talents to meet its customers' technology marketing needs. Visit ETMG at <http://www.wedomarketing.com>, on [Facebook](#) and Twitter [@wedomktg](#).