



SOUTHEASTERN CORPORATE SUSTAINABILITY RANKINGS

For Immediate Release

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GreenBusiness WORKS & Partners Announce the First-Ever Southeastern Corporate Sustainability Rankings From Green Rooftop in Atlanta

ATLANTA – May 11, 2010 – Today, from a green rooftop high above Atlanta, GreenBusiness WORKS and its partners announced the sustainability rankings of 280 publicly-held companies throughout the Southeast, indexed on environmental, social and governance (ESG) factors and policies by Boston-based KLD Research & Analytics, Inc. The Southeastern Corporate Sustainability Rankings (the Rankings) is the first of its kind.

KLD, who also issues the Green 500 ratings for *Newsweek* magazine, developed the custom regional ranking methodology for GreenBusiness WORKS by reviewing media sources, government information and an annual report of each company. The companies are ranked into five statistical groupings, or Quintiles, with those in the first Quintile scoring best and those in the fifth scoring worst.

The Rankings were initiated by Stephanie Armistead of Atlanta-based GreenBusiness WORKS and sponsored by Mark Callaway of the Callaway Boone Group at Morgan Stanley Smith Barney and Lee Peterson of the Reznick Group. The group said today they commissioned the Rankings to help inspire and motivate Southeastern companies to improve their sustainability efforts, as well as to spotlight those who are already leading or engaged in best practices.

“It is no surprise to see United Parcel Service (UPS), Coca-Cola Enterprises, and Interface in the top Quintile,” said Armistead. “These companies have taken a leadership role in sustainability for years. How companies manage their ESG performance is a strong indicator of overall good management and will affect the achievement of superior financial performance over the long run, as well. Sustainability is truly a win-win. The companies in the top Quintiles in the Rankings are proof of this. Every day, they prove their courage and business intelligence through actions that make their business and our environment better.”

Companies ranked are listed by Ticker Name, Company Name, State, Quintile, Industry and Market Cap; Industry categories are Basic Materials, Consumer Services, Financials, Healthcare, Industrials, Oil & Gas, Technology and Utilities. Thirteen Georgia companies made the first Quintile, including Aflac, Coca-Cola Enterprises, Earthlink, Inc.; Flowers Foods, Inc.; Global Payments Inc.; IntercontinentalExchange Inc.; Interface Global, InterNAP Network Services Corporation, MedAssets, Inc.; RPC, Suntrust Banks, Total System Services and UPS. AGL Resources, a large provider of natural gas in Atlanta and Georgia, ranked in the second Quintile, while Southern Company, SCANA Energy and Mirant fell into the fourth and fifth Quintiles, respectively.

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The Utilities rankings came as no surprise to clean energy champion and Rankings partner Peterson.

“We’re hopeful that the Rankings will affect laws and policies at the state level, especially in Georgia, where adoption of clean energy faces many barriers,” said Peterson. “We can look to our neighbors in Florida and to a lesser degree, North Carolina, and see how well their clean energy programs are working compatibly with long-standing power supply methods used in the US.”

To his point, Florida Power & Light Group and Teco Energy, both in Florida, and Piedmont Natural Gas in North Carolina were ranked in the first Quintile of the Rankings.

The Rankings partners are of one-mind that Georgia companies, and, ultimately, consumers, will benefit from better collaboration on energy policies between utilities, the Public Service Commission and renewable industries. Additionally, all three support the movement toward a better definition and best practices in overall "Corporate Responsibility," of the type being ardently championed by such leading sustainability companies as UPS.

Sponsor Mark Callaway, whose family has an historic legacy of local social responsibility and environmental stewardship, said “Corporate Responsibility has not been well-articulated to date. The path for those companies that are eager to follow suit, albeit on an undefined journey, has not been well-marked. Up until ten years ago, there was no Social Responsibility Index for those interested in investing in companies attempting to do the right thing.”

“That is all starting to change, and, with today’s introduction of the Southeastern Corporate Sustainability Rankings, we are moving closer to the day when all companies will know where they should go and how to get there. Hopefully, the spotlight we’re shining with these Rankings will help engineer a well-lighted path to Corporate Responsibility, or, as Interface CEO Ray Anderson has said, to ‘climb Mount Sustainability.’

Gabriel Eckert, Executive Director of BOMA-Atlanta, said of today’s announcement, “We congratulate GreenBusiness WORKS and partners on launching this program. It is indeed impressive and will be very useful in transforming our region.”

The full Rankings can be found at <http://www.SoutheasternCorporateSustainabilityRankings.net>.

GreenBusiness WORKS was founded by Atlanta marketing communications and event production veteran Stephanie Armistead. A full-service marketing, communications and event production organization, **GreenBusiness WORKS** produces environmentally-aware events guided by the values and principles of GreenScape™. Branching out into leadership and consultation roles, **GreenBusiness WORKS** also serves to educate and advocate sustainability through leadership forums, meetings and events including the annual GreenBusiness WORKS™ EXPO and Sustainability Leadership Series. For more information, visit www.GreenBusinessWORKS.net.