

BREAKING NEWS: CRD Analytics Engages Greening Point as Business Development Partner  
FOR RELEASE: Monday, February 8<sup>th</sup>, 2010, 6:00 AM



## CRD Analytics Engages Greening Point as Business Development Partner

New York, NY. February 8, 2010. **CRD Analytics LLC** and **Greening Point, Inc.** today announced a partnering agreement that makes the full range of CRD Analytics SmartView™ sustainability investment analytics reporting available as part of the Greening Point solution portfolio. Greening Point will join the CRD Analytics Preferred Partner Network, enabling CRD Analytics' clients to obtain information about Greening Point sustainability and carbon management services. Greening Point will also provide business development services to CRD Analytics in connection with SmartView™ Workshop and Roundtable events.

SmartView™ constantly screens and filters its database of over 5,000 global companies to evaluate an investment's sustainable performance value – a rating of a company's total financial, environmental, social and governance performance. Through extensive statistical analysis and testing, this system has determined the Metrics that Matter. SmartView™ uses 200 metrics that have been proven to have a strong correlation with outperformance and improved shareholder value. **The SmartView™ platform was one of the first systems to use the Global Reporting Initiative (GRI) G3 guidelines in its index methodology to publicly list the NASDAQ OMX CRD Global Sustainability 50 Index (QCRD).**

Greening Point CEO Ian Browde said, "Our new partnership with CRD Analytics expands our solutions for larger enterprises. Companies that want to improve their scores to enhance their brands and become more attractive to sustainability-focused investors and green investment managers will find the SmartView™ reports invaluable. We're delighted to work with CRD Analytics, a truly innovative company!"

Greening Point will offer the *SmartView Basic Company Reports*, the *SmartView Detailed Company Reports*, the *SmartView Sector Analysis Reports*, and the *SmartView Workshop Series, Investing in Sustainable Performance*. The Basic and Detailed reports provide information about sustainability factors and scoring for a particular public company. The Sector Analysis Report takes a broader view, placing the data within the context of a specific sector with comparative analysis of those companies that qualify by passing the SmartView™ screening methodology. The most advanced option is the *Investing in Sustainable Performance Workshop*, which includes all the benefits of the Company Sector Report plus expert in-person workshop delivery for company stakeholders to learn firsthand how the best practices and metrics that matter can be applied in their company. The Workshops are conducted in New York and San Francisco, with other locations by special arrangement.

CRD Analytics President Michael Muyot noted that, "Working with Greening Point is part of our national expansion strategy. The Global Sustainability 50 Index has substantially outperformed the broader market, and we know public company executives increasingly need to understand how and why they measure up in sustainability rankings. SmartView™ helps executives and managers understand how they measure up, what the leaders in each sector are doing and what resources are out there once they are serious about managing their environmental, social and governance risks to improve their financial performance and opportunities. We are very excited to be partnering with Greening Point, who we believe will help us reach our national markets faster."

### About Greening Point™

[Greening Point, Inc.](#) is based in Santa Cruz, California. The company provides integrated sustainability solutions enabling enterprises to prosper in the emerging low carbon economy. Greening Point solutions help enterprises save money, reduce environmental impact, buffer against rising energy prices, reduce regulatory risk, enhance

reputation with customers and employees, and integrate sustainability thinking/innovation into business strategy. Greening Point also offers public sector solutions for community carbon management and green business promotion.

**About CRD Analytics®**

[CRD Analytics LLC](#) is an independent provider of investment analytics. The company's rigorous evaluation of financial, social, environmental and governance data is used to quantitatively determine the potential sustainability of a company, industry sector or investment portfolio, allowing for informed investment decisions and delivering optimized, risk-adjusted sustainable performance. Using its proprietary, patent-pending SmartView™ Platform, CRD Analytics empowers its clients with actionable and performance-driven information distilled from large sets of complex data.

**For further information:**

Greening Point: Ian Browde, [ian.browde@greeningpoint.com](mailto:ian.browde@greeningpoint.com), 831-440-3016 x125.

CRD Analytics: Michael Muyot, [mmuyot@crdanalytics.com](mailto:mmuyot@crdanalytics.com), 347-415-6243.

[http://www.greeningpoint.com/sust\\_invest.html](http://www.greeningpoint.com/sust_invest.html)