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**Offset your own carbon footprint as you shop online
this Christmas – and earn cash back, too**

- Smartlygreen.com launches new loyalty scheme for online shoppers

Going green this Christmas has become even more rewarding!

New online shopping portal www.smartlygreen.com adds an innovative twist to online shopping this season: earn cash back and progressively offset your carbon for free.

Smartlygreen.com gives shoppers the chance to progressively offset their personal carbon footprints while buying their Christmas gifts, food and decorations from the likes of Boots, Waitrose, Argos and La Senza as normal – without spending a single penny more.

How does it work? Half of the funds raised through net commissions paid to smartlygreen.com by the retailers is credited to your smartlygreen.com loyalty scheme account, of which 80% is donated to the environmental charity PURE, the Clean Planet Trust (Registration No. 1112249).

The rest is held in your account, available as cash to spend or donate once you have offset your chosen annual carbon profile target. From then, the balance shifts in your favour: 20% of your loyalty commissions received is donated to PURE – and 80% is returned to you as cash back.

As you shop, you can monitor your progress towards your chosen personal carbon offset target. You can expect to offset about half a tonne of carbon for every £500 spent online. The average annual household carbon footprint is about 10 tonnes, but it could range from two to more than twenty tonnes depending on your lifestyle.

Stephen Fry, patron of PURE, has said: "Join me by cutting down your household's carbon footprint, and offset what remains by donating to PURE, the Clean Planet Trust. It's the most sophisticated solution to fighting climate change."

The funds paid to PURE are directed to renewable energy and efficiency projects around the world which strictly adhere to the high quality international standards of the Kyoto Protocol.

Online retail sales this Christmas are predicted to top £10 billion* in the UK. If just 10% of these sales were directed to leading online retailers via the smartlygreen.com site, UK shoppers could collectively offset an estimated 1.7 million tonnes of carbon.

That's enough to cover the average annual footprint of about 170,000 households and fill more than 1.7 billion party balloons.

For a more rewarding Christmas, register today, visit www.smartlygreen.com.

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Notes to Editor

- YouGov/Logan Tod, August 2007
- Commissions will vary and will depend on the merchants, the types of goods, and any special promotions.
- The price of carbon may fluctuate according to different market factors.

About SmartlyGreen.com

Founded by Harvey Jones and Christopher Bristow, UK-based SmartlyGreen.com is an online shopping community for consumers who wish to take the first steps to combating climate change – but aren't yet making significant lifestyle changes or spending more money. As a shopping portal, it enables consumers to offset their personal carbon footprint while they purchase food, fashion, gadgets, insurance and holidays as normal.

50% of net commissions is credited to each shopper's loyalty scheme account. Of this, 80% is donated to PURE, the first UK registered charity dedicated to combating climate change, with the balance being returned in the form of cash. Once the shopper has met her/his carbon footprint then 20% continues to be paid to PURE and the 80% is returned to the shopper. The funds paid to PURE are directed to renewable energy and efficiency projects around the world which strictly adhere to the high quality international standards of the Kyoto Protocol.

About PURE

PURE – the Clean Planet Trust is a UK based registered charity with the specific objective of improving air quality - so combating climate change.

PURE was conceived by a group of like-minded individuals that recognised the need for cost-effective voluntary solutions to the carbon problem which extend the success of emissions trading beyond mandatory schemes.

PURE's commitment to the highest quality of offsetting, retirement of regulated and properly tradeable credits and related carbon policy standards; and value and price transparency; is monitored by suitably qualified Independent Trustees.

"The Government welcomes the launch of PURE's carbon offsetting scheme. The Scheme offers credits that have been generated from emissions reductions that are regulated, verified and for which there is a clear audit trail."

Ian Pearson, UK Government Climate Change and Environment Minister, Nov 2006

For further information and images, please contact:

Iona Mountain/ Lydia Slaughter at Escapade PR
Tel: 0118 920 7675 or email: iona@escapadepr.com/ Lydia@escapadepr.com