

SB08 Expert Resource

With nearly 10 years of experience, DOMANI is a leading sustainability consulting firm. The company believes that corporate sustainability practices have a dramatic positive impact on the environment *and* the economy.

DOMANI founder and CEO William Sarni will be readily available to media during the Sustainable Brands Conference 2008. He can provide valuable insight into the economic and intangible impacts of sustainable practices on a company's top line and bottom line.

Should you be interested in speaking with William, he could speak to the following topic areas:

Business Drivers

- "Greening" Companies
 - How to move beyond compliance to high-performance profitability
 - The emerging technologies and what companies need to know to "green" a business
- Climate Change
 - Understanding and establishing a company's baseline footprint
 - The actual feasibility and costs associated with achieving global greenhouse gas (GHG) targets
- Resource Efficiency
 - How by reducing resource demands companies can improve bottom line performance
 - Managing risk through the supply chain lifecycle for greater profits
- Sustainable Development
 - How to holistically approach land use and green building programs to maximize land assets
 - Land use practices that offset environmental impact and streamline the decision-making process

Brand/Reputation

- How to scope and implement a cost effective sustainability strategy
- The downside of ignoring sustainability
- The pitfalls of greenwashing – saying you are green when you really are not

General

- How to measure the success of sustainability programs (performance metrics)
- How to incorporate sustainability practices across global operations

William can be reached at 720-341-7272 or wsarni@domani.com.

Company Overview

For nearly 10 years DOMANI has supported its clients in creating prolonged economic value by leveraging sustainability. As a leading sustainability consulting firm, the company believes that corporate sustainability practices have a dramatic positive impact on the environment *and* economic performance.

DOMANI's clients experience a wide range of tangible and intangible benefits, including increased revenue, reduced operating costs, diminished risk and increased brand value. The company's diverse client list includes Fortune 500 companies, multinational corporations and non-governmental organizations (NGOs). Notable clients include: Alcoa, BASF, Cisco Systems, The Coca-Cola Company, BP, Grosvenor, PEPCO, Pfizer Inc., the State of New Mexico and the World Wildlife Fund.

Unlike other sustainability consulting firms, DOMANI provides integrated advisory and technical expertise, offering a multidisciplinary team dedicated to searching beyond the established answers to provide truly innovative solutions. By developing state-of-the-art strategies, emerging technologies and leading-edge tools DOMANI helps its clients improve both environmental and social performance.

DOMANI approaches clients individually and evaluates every situation from a variety of perspectives. The company begins each project with a comprehensive assessment of two key metrics: Environmental Performance (sourcing, manufacturing, distribution, marketing/sales and usage/disposal) and Social Performance (labor practices, human rights issues and product responsibility). Once these metrics have been identified, DOMANI's team works closely with the client to create an integrated sustainability strategy, which includes business processes and corporate culture with a strong focus on improving the bottom line.

While each project is unique, DOMANI engagements typically fall into four categories:

- **Sustainability Strategy**
Helping companies move beyond compliance to high-performance profitability by developing and implementing comprehensive, customized sustainability strategies designed to reduce resource use and develop new sources of revenue.
- **Climate Change + Carbon**
Assisting organizations to determine their carbon footprint, reduce carbon emissions and develop adaptation strategies.
- **Resource Reduction**
Providing solutions to businesses that help clients run at optimal efficiency, resulting in reduced environmental impact, measurable cost savings and a clear competitive advantage.



- Sustainable Development
Developing holistic site and building design solutions that positively impact real estate assets, human capital and the environment.

DOMANI has spent the past decade assembling a dynamic team of forward-thinkers whose capabilities cross an impressive range of industries and whose experience spans the globe. The DOMANI team provides expertise in clean energy development, energy efficiency, green building (including LEED), carbon management and mitigation, climate change policy and regulations, strategy and reporting.

For additional information, visit www.domani.com.

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Corporate Capabilities Information Sheet

OVERVIEW

DOMANI is an integrated sustainability consulting firm that helps businesses succeed in the new global economy. For the past decade, the company's multidisciplinary staff and powerful strategic partners have provided a mix of local and global clients with sophisticated sustainability solutions — reducing operating costs, improving risk management and increasing revenue. Where other advisory firms offer only off-the-shelf answers, DOMANI approaches each project with a highly individualized evaluation. Using their proven process, the company identifies potential areas for improvement then facilitates the most cost-effective solutions.

SERVICES

- sustainability strategy development and implementation
- sustainability reporting (GRI)
- carbon/climate change strategy
- carbon baseline assessments
- carbon reporting (CDP)
- climate change adaptation strategies
- energy efficiency assessments
- green building and LEED support
- sustainable land development
- environmental footprinting

LEADERSHIP

William Sarni	Founder and Chief Executive Officer
Matthew R. Segur	Managing Director
Blake Mackey	Director
Andrew Smith	Director

CLIENTS

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CONTACT

William Sarni, Founder and Chief Executive Officer
PHONE: 720-341-7272
EMAIL: wsarni@domani.com



WILLIAM SARNI | Founder | Chief Executive Officer

William Sarni has more than 30 years of experience providing sustainability and environmental consulting services to private and public sector enterprises. His primary focus is on developing and implementing sustainability strategies that provide the greatest tangible and intangible (brand) value to organizations. During the course of his career, Sarni has developed a practical, yet creative, approach to implementing sustainability programs and integrating diverse business and technical issues related to energy, climate change, sustainable land use and branding/reporting.

Mr. Sarni's current focus areas are the integration of sustainability initiatives into overall company strategy and business decision-making processes, the application of sustainability management and metrics systems and carbon management programs.

Sarni holds a B.A. and an M.A. in Earth and Environmental Sciences from Queens College. He is a Member of the Environmental Compliance Committee of the Chicago Climate Exchange and active in the International Association of Hydrogeologists (IAH) and The Conference Board. Sarni is a frequent lecturer on a range of sustainability issues and is a sustainable development contributor to a recently published book entitled "Environmental Regulation of Colorado Real Property." Additionally, he authors editorial columns on sustainability issues in both *Venture* magazine and the Sustainable Life Media *Climate Management Weekly*. Sarni's upcoming book, "Greening Brownfields: Remediation through Sustainable Development" will be published by McGraw Hill.

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Al Gore and Cisco CEO John Chambers to Host Global Debate on Technology and Climate Change

Market Wire, March, 2008

Today, Nobel laureate Al Gore, Cisco (NASDAQ: CSCO) CEO John Chambers and Cisco Chief Marketing Officer Sue Bostrom will host a virtual panel discussion on technology innovation and its impact on climate change. Utilizing Cisco® TelePresence, this event marks a technological breakthrough that showcases a new way of communicating and collaborating in which the panelists will appear as if they are in the same room even though they will be thousands of miles apart, addressing multiple audiences simultaneously.

This historic panel is open to the public via a free webcast and will be the featured keynote presentation at VoiceCon Spring 2008. To view the live discussion on Wednesday, March 19, at 11 a.m. ET (8 a.m. PT /15:00 GMT), go to www.cisco.com/offer/ecopanel. For more information about Cisco Green or to view a replay of the webcast, please visit <http://newsroom.cisco.com/ciscogreen>.

The discussion will be moderated from London by ITN correspondent Lawrence McGinty, with Sue Bostrom onstage at VoiceCon, a leading conference for the communications industry, in Orlando, Fl., John Chambers joining virtually from Cisco headquarters in San Jose, Calif., and Al Gore from Nashville, Tenn. The discussion will also be displayed live to international audiences in London, Paris, Dubai, and Warsaw, creating a unique experience in which participants will be virtually sitting across the table from these high-profile leaders. By using Cisco TelePresence and avoiding unnecessary travel, Mr. Gore, Mr. Chambers and their staff will avoid approximately 4.2 metric tonnes of CO2 emissions based on current calculations performed by DOMANI, a sustainability management consulting firm, and the University of California, San Diego. This is equivalent to the amount of CO2 associated with the electricity use of one home for six months.

These influential leaders in technology and environmental stewardship will discuss the top technology imperatives for the information technology (IT) industry in reducing greenhouse gases, describe the ways that collaborative technologies and workplace mobility can mitigate the growth of a company's carbon footprint and provide recommendations for companies and



their employees who wish to reduce the effects of climate change. These discussion topics were formed as a direct result of public inquiries directed to Gore and Chambers in recent weeks.

"No one company or innovation will have enough impact to reverse global climate change," Gore said. "However, the technology industry has a strategic opportunity to lead the charge in helping businesses lower their carbon footprint by embracing IT innovations."

"We all have a role to play in addressing the world's most pressing environmental challenges," Chambers said. "At Cisco, we are taking steps to manage our own carbon footprint as well as creating technology solutions that are designed with the environment in mind. We believe that information technology, with the network as a 'green platform,' can transform how we approach the world's environmental challenges."

Cisco is committed to combining the power of innovation with collaboration to create the most sustainable model for addressing global climate change. Throughout the company's worldwide operations, Cisco has so far deployed more than 185 Cisco TelePresence rooms in more than 25 countries and over 85 cities worldwide. With usage averaging around 5 hours per day per room, compared to traditional video conferencing, which is typically used less than 30 minutes per day per endpoint, Cisco estimates it has saved \$100 million in travel costs since deploying the technology in October 2006. For more information on the Cisco TelePresence solution, please visit:

http://www.cisco.com/en/US/netsol/ns669/networking_solutions_solution_segment_home.html.

To further quantify the environmental benefits of their products, Cisco today announced that DOMANI will work in concert with the University of California, San Diego, to calculate the carbon footprint of Cisco Unified Communications products, starting with Cisco TelePresence. With this information, Cisco will be able to help customers better calculate the contribution of technologies to their carbon-reduction plans.

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achieving sustainability

About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at www.cisco.com for ongoing news, please go to <http://newsroom.cisco.com>

For direct RSS Feeds of all Cisco news, please visit "News@Cisco" at the following link:

<http://newsroom.cisco.com/dlls/rss.html>

Cisco Press Contact: Jacqueline Pigliucci Cisco (408) 853-6389 jpigliuc@cisco.com

Industry Analyst Contact: Ron Davis Cisco (408) 526-8803 ronadavi@cisco.com

Investor Relations Contact: Marilyn Mora Cisco (408) 527-7452 marilmor@cisco.com

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COCA-COLA FOODSERVICE REDUCES ENVIRONMENTAL FOOTPRINT -- ONE DROP AT A TIME

New High Yield Concentrated Syrup makes a difference

ATLANTA– Coca-Cola FoodService’s environmental footprint is getting greener.

Coca-Cola FoodService is introducing high yield syrups for its top three brands, Coca-Cola classic®, Diet Coke® and Sprite®, that will significantly reduce packaging and shipping requirements while providing the same great-tasting beverages restaurant customers love.

After extensive development and testing, Coca-Cola FoodService was able to increase the concentration of fountain syrups without changing the packaging or equipment systems. At the same time, the high yield syrups on average will deliver more than 50 additional drinks per bag-in-box at the same cost per finished ounce. Because fewer boxes will be required to create the same number of servings, the syrup boxes will use less space in the restaurant, and fewer bag-in-box changes mean crew members can spend more time serving customers.

The new syrup will have a positive impact on the environment, according to DOMANI, a respected environmental consulting and management firm. When fully rolled out, the new syrup could mean an annual reduction of:

- Packaging waste by 8.6 million cubic feet annually*
- CO₂ emissions by 93 million pounds, the equivalent of shutting down a 100 MW coal plant for a month each year, or removing 11,500 cars from the road*
- Mileage of delivery trucks by 3 million*

*Calculations provided by DOMANI Sustainability Consulting, LLC

“A product like high yield concentrated syrup can really make a difference in many different areas,” said Mark S. Miles, Senior Strategy and Development Manager for Coca-Cola FoodService. “It is true that finding solutions for the environment is important for our future, but it is also good business. Our goal is to make Every Ounce Count – for the environment, as well as for our customers.”

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