



FOR IMMEDIATE RELEASE

SJF Ventures and SJF Advisory Services Announce Support of New Greensburg Wind Farm and Partnership with *NativeEnergy*

SJF Ventures and SJF Advisory Services help town devastated by tornado striving to be the “Greenest Town in America.”

Durham, NC (August 28, 2009) – SJF Ventures and SJF Advisory Services, a cleantech and positive impact venture capital fund with offices in Durham, NC, New York City and San Francisco and the allied non-profit organization (together “SJF”), today announced that it has partnered with *NativeEnergy* to help build the new Greensburg (Kansas) Wind Farm and is offsetting 100% of the estimated carbon dioxide (CO₂) emissions from its three offices, corporate travel and daily commute.

On May 4, 2007 an EF-5 tornado leveled Greensburg, destroying 95% of the homes and leaving a path of devastation nearly two miles wide. The community voted overwhelmingly to rebuild and to do so in environmentally responsible ways that would leave a legacy for future generations and serve as an example of a sustainable American community. This commitment has captured attention and support across the nation.

“We are proud to help build the new Greensburg Wind Farm, and we support Greensburg’s commitment to be the greenest town in America,” said Bonny Moellenbrock, SJF Advisory Services Executive Director. “We’ve partnered with *NativeEnergy* to help build this new project, which will help offset our carbon footprint. We are serious about climate stewardship and social responsibility.”

The Greensburg Wind Farm project will create significant economic and environmental benefits for the City as the community continues rebuilding on its path to be “the greenest town in America”. Ten wind turbines will generate 12.5 MW of electricity, which is enough energy to power about 4,000 homes.

SJF invites consumers and everyone in its community to follow its lead and take the same initiative to address climate change visiting www.NativeEnergy.com. Individuals, organizations, and businesses can learn more about their global warming emissions and steps they can take to reduce and offset their impact – like helping build the Greensburg Wind Farm and other emissions reducing projects.

Greensburg is already the first US city to light all streets with LED lights, the first to have a LEED requirement for all municipal buildings, and a new Business Incubator Building, which hopes to achieve LEED Platinum status.

The wind farm will be located on farmland just southwest of the City. Several farm families will receive direct economic benefits from hosting the turbines.

The City had seen its school enrollment cut in half in recent decades, but now residents see new and compelling reasons for young people to remain, build their lives, and raise their families in this green community.

About SJF



SJF Ventures is a venture capital firm with \$45 million under management and offices in Durham, NC, New York City, and San Francisco. The fund focuses on the cleantech, Web-enhanced services and premium consumer products sectors. SJF portfolio firms include MedPage Today, Truist, CleanScapes, groSolar, Intechra, Salvage Direct, Ed Map, BB Hobbs, and Ryla Teleservices. For more information, please visit www.sjfventures.com.



SJF Advisory Services, an allied non-profit organization, provides entrepreneurial, workforce and sustainability assistance services to SJF prospect and portfolio companies. SJF Advisory Services seeks out firms whose competitive strategy is built on workforce and environmental innovation. SJF seeks to rapidly diffuse those entrepreneurial strategies to help build a more sustainable economy. For more information, please visit www.sjfadvisory.org.

About NativeEnergy

NativeEnergy helps clients compete in a carbon-constrained world, through carbon management and energy efficiency consulting services and cost-effective climate solutions, including renewable energy credits (RECs) and carbon offsets. *NativeEnergy* helps its clients develop onsite renewable energy projects or help bring on line new Native American, family farmer and community-owned renewable energy projects. *NativeEnergy* offers third-party verified and certified RECs, and offsets from a variety of operating projects across America and internationally. Through its proven approach of bringing upfront payment to renewable projects for the estimated future carbon offsets, *Native Energy* enables its clients to help directly finance the construction of specific new wind farms and other renewable energy projects. *NativeEnergy* focuses on real, additional offsets that provide both an environmental and a social benefit. More information is available at www.nativeenergy.com. *NativeEnergy* is a founding member and Co-Chair of the International Carbon Reduction and Offset Alliance. www.icroa.org.



###