

terrapass

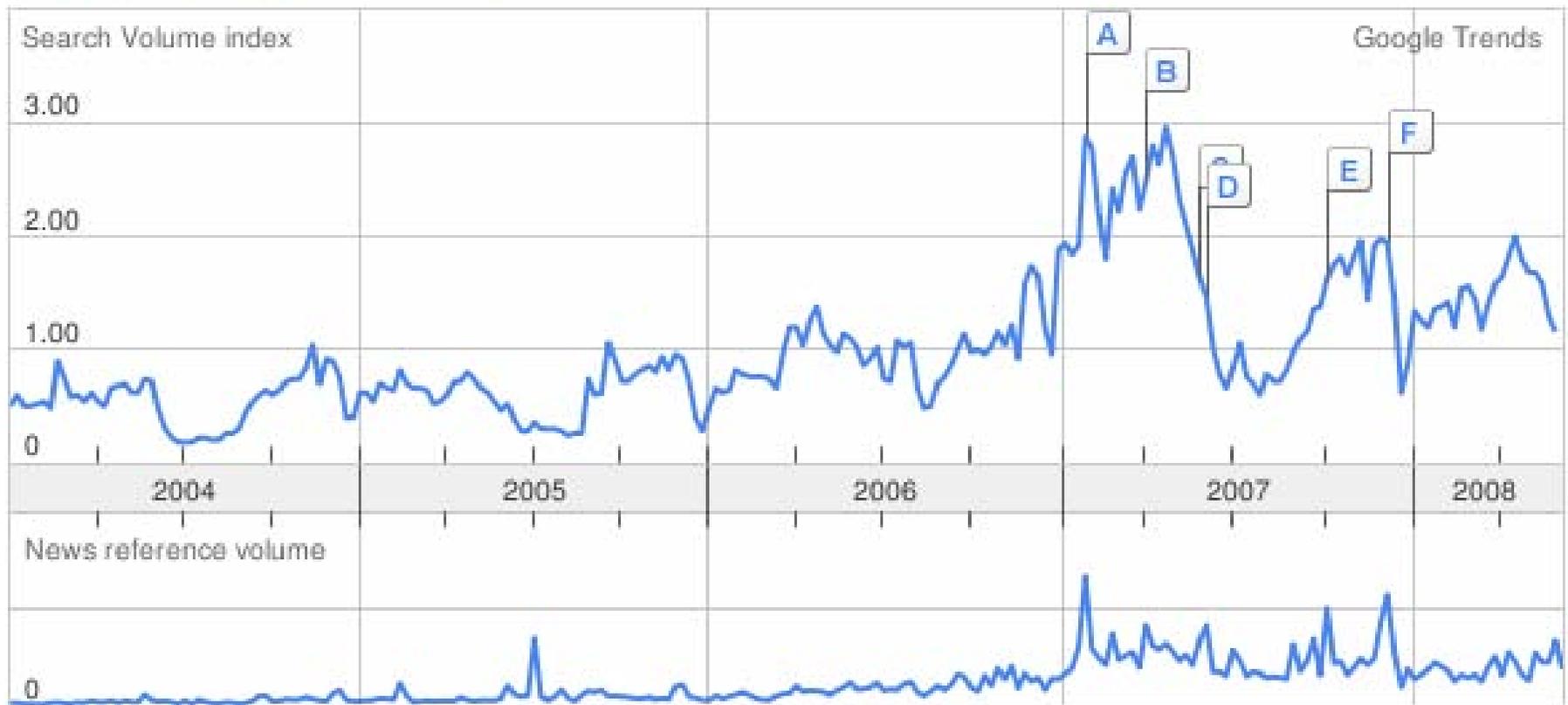
TerraPass, Inc.

Overview of Consumer Carbon Offset Purchasing

June 19, 2008

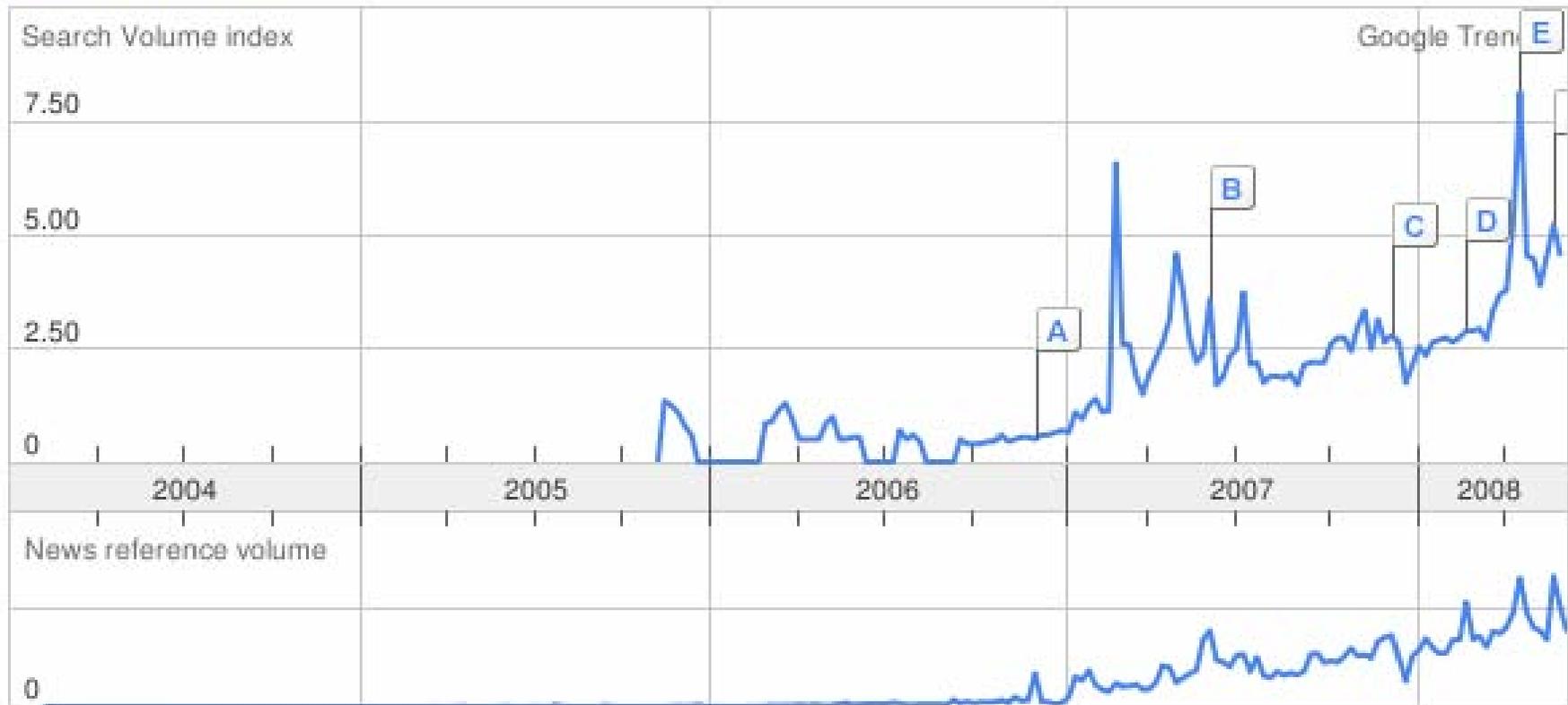
U.S. consumers care about global warming

global warming — 1.00



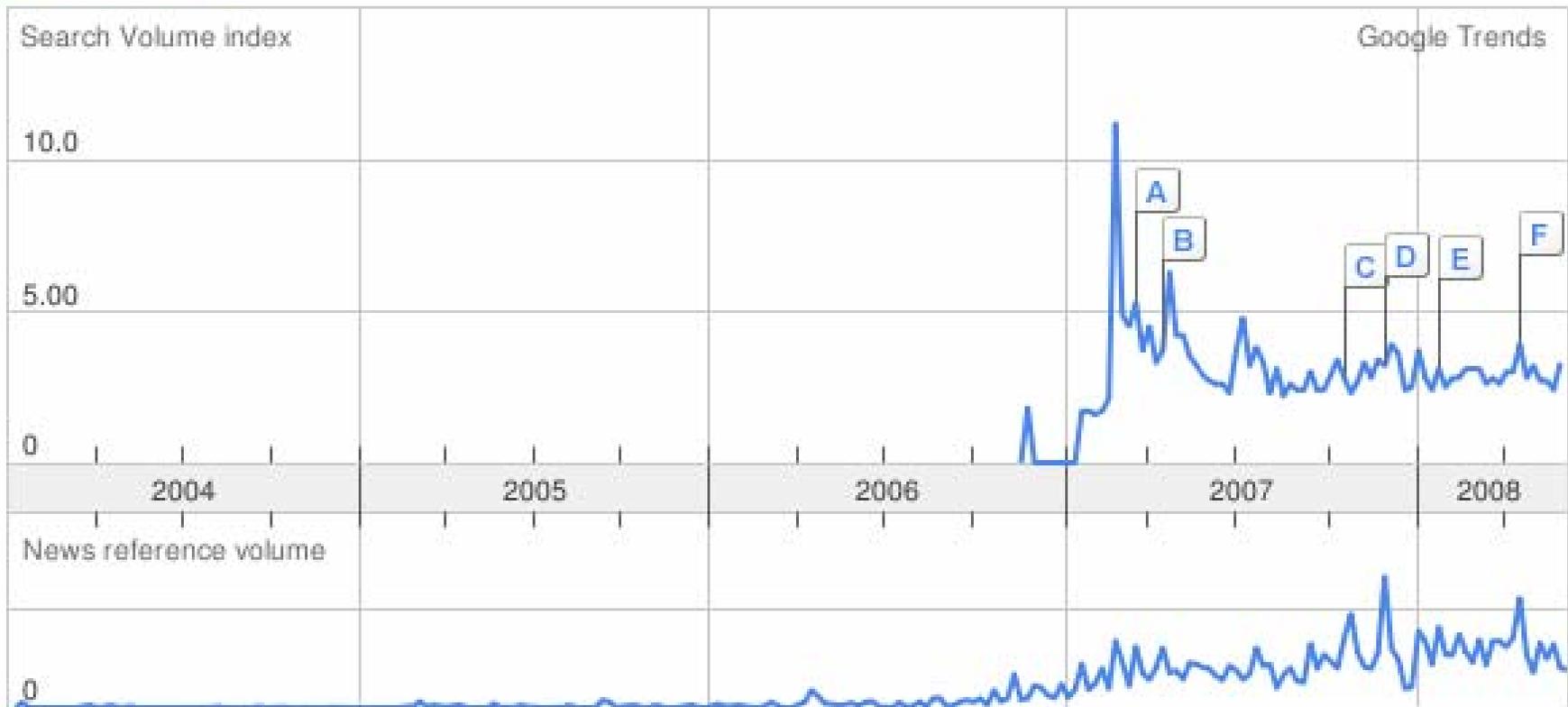
And more and more understand carbon footprint

carbon footprint  1.00



Interest in carbon offsets holds steady

carbon offset █ 1.00



Retailers help consumers make a difference

terra pass
restore the balance

help | cart

- Home
- Calculate your footprint
- Buy carbon offsets
- Buy green products
 - Energy savers
 - Gadgets & chargers
 - Use less water
 - In the car
 - Toys and games
 - New in store
 - Bike to work
 - Father's Day
 - TerraPass gear
- Our projects
- For business
- About TerraPass
- FAQs
- Blog

How big is your footprint?
Our air travel calculator uses the latest and most accurate data to estimate your carbon footprint
[Calculate now](#)

920,138,129 lbs CO₂ reduced
» How TerraPass reduces carbon emissions

Bike to Work Month
Great accessories to stay safe and low-carbon while you're pedaling.
» [Shop now](#)

Calculate Your Carbon Footprint
Driving Air travel Home energy

Carbon Offsets
» [Buy TerraPass Offsets](#)
» [How it works](#)
» [Where your money goes](#)
» [The TerraPass Difference](#)

Blog & Newsletter
Words of wisdom for bike commuters. Read more...
» recent stories
» sign up

For businesses
Join the hundreds of companies that offset emissions with TerraPass.
» business calculator
» contact us

Green products that help reduce your carbon footprint

Energy savers	Gadgets & chargers	Use less water	In the car	Toys & games	New in store	Bike to Work
<ul style="list-style-type: none"> » Smart Strip (7 outlets) » Kill A Watt EZ » WattStopper Power Strip 	<ul style="list-style-type: none"> » Solio Classic Charger » USB Rechargeable Batteries » HYmini wind turbine 	<ul style="list-style-type: none"> » Roadrunner low-flow showerhead » Ladybug showerhead adaptor » Shower watch 	<ul style="list-style-type: none"> » LED Tire Alert pressure indicators » ScanGauge II car computer 	<ul style="list-style-type: none"> » Earthopoly board game » Fuel Cell car & experiment kit 	<ul style="list-style-type: none"> » Climate Change Chocolate » Trevor Baylis Eco Media Player » WattStopper Power Strip 	<ul style="list-style-type: none"> » Wind-up bike lights » Reelight battery-free bike lights » TireSpax tire LEDs

BBB ACCREDITED BUSINESS
Co-op America APPROVED FOR PEOPLE AND PLANET

Proprietary and Confidential

As well as through travel partnerships

The screenshot shows the Expedia.com website interface. At the top, the Expedia logo is on the left, and the user's name 'Welcome, Alicia' with links for 'My Itineraries' and 'My Account' is on the right. A navigation bar contains links for Home, Flights, Hotels, Cars, Vacation Packages, Cruises, Activities, Deals & Destinations, Maps, and Business Travel. The main content area features a section titled 'Customize your trip to Minneapolis - St. Paul' with a sub-header 'Looking for great things to do in Minneapolis - St. Paul? Make your trip more memorable by taking advantage of these great offers and services.' Below this, a 'Total' of '\$321.10' is displayed, followed by an 'Included' section with a bullet point: 'This total includes selected items, taxes, and service fees. Unless specified otherwise, rates are quoted in USD.' A 'Current Trip Summary' box shows 'Minneapolis - St. Paul' with arrival on 'Mon 20-Aug-07' and departure on 'Thu 30-Aug-07'. A 'Travel Accessories' section is titled 'Fly Green with TerraPass' and includes a description: 'We all contribute to global warming. Now you can do something about it—cheaply and easily. Join the thousands who use TerraPass to balance out the global warming impact of their flying and driving.' Below the description is a table of accessories:

Add item	Description	Travelers	Price	Quantity
<input type="checkbox"/>	Short haul flight 2,200 roundtrip miles	Travelers	\$5.99 each	1
<input type="checkbox"/>	Cross-country flight + luggage tag 6,500 roundtrip miles	Travelers	\$16.99 each	1
<input type="checkbox"/>	International flight + luggage tag 13,000 roundtrip miles	Travelers	\$29.99 each	1

Consumers are responding by calculating

TABLE 4

CARBON FOOTPRINT

"Have you ever looked up what your personal or your household's carbon footprint is? By carbon footprint, we mean the total amount of carbon dioxide emitted by an individual or a household."

Base: All adults

	Total	Generation			
		Echo Boomers (18-31)	Gen X (32-43)	Baby Boomers (44-62)	Matures (63+)
	%	%	%	%	%
YES (NET)	11	18	11	9	6
Yes, my personal carbon footprint	8	15	8	6	4
Yes, my household's carbon footprint	7	10	8	5	6
No, I have not	89	82	89	91	94

Note: Percentages may not add up exactly to 100% due to rounding.



And calculators are more sophisticated

Carbon Footprint Calculator

TerraPass flight calc
Launched May 08
In partnership with
TRX

Total carbon footprint
12,860 lbs CO₂
Offset: 13,000 lbs »

Air travel 504 lbs CO₂

How would you like to calculate your flight emissions?
 Enter individual flights (more accurate)
 Enter total number of flights (faster)

Enter airport codes or cities.
Round trip x 1 person

From: SEA - Seattle, WA - Seattle/Tacoma
To: SFO - San Francisco, CA - International

Is this a direct flight?
 Yes No

Airline: Alaska Airlines
Class: Economy

Seattle, WA ↔ San Francisco, CA
Round trip (1,357 miles)
Direct flight
Alaska Airlines, Economy Class

504 lbs CO₂

Calculate home energy

Takeoffs/Landings

Carrier

Class of service

Custom Calculation



Both at retailers and other organizations

ICAO Home | Contact ICAO | FAQ | Search ICAO | Site Index



International Civil Aviation Organization

ICAO CARBON EMISSIONS CALCULATOR

ICAO has developed a methodology to calculate the carbon dioxide emissions from air travel for use in offset programmes.

The ICAO Carbon Emissions Calculator allows passengers to estimate the emissions attributed to their air travel. It is simple to use and requires only a limited amount of information from the user.

The methodology applies the best publicly available industry data to account for various factors such as aircraft types, route specific data, passenger load factors and cargo carried.

For additional information, please see the accompanying methodology to the ICAO Carbon Emissions Calculator.

You can find your carbon footprint by entering your city of origin and destination



From: SEATTLE, WA (SEA) **To:** SAN FRANCISCO, CA (SFO)

My ticket is: Economy Class Premium Class (Economy Premium, Business, or First)

One way Round trip **Number of passengers:** 1

[Click here to read the ICAO Methodology](#)

[Help us to improve the calculator](#)

Attention: The calculator requires Internet Explorer 6 or 7.



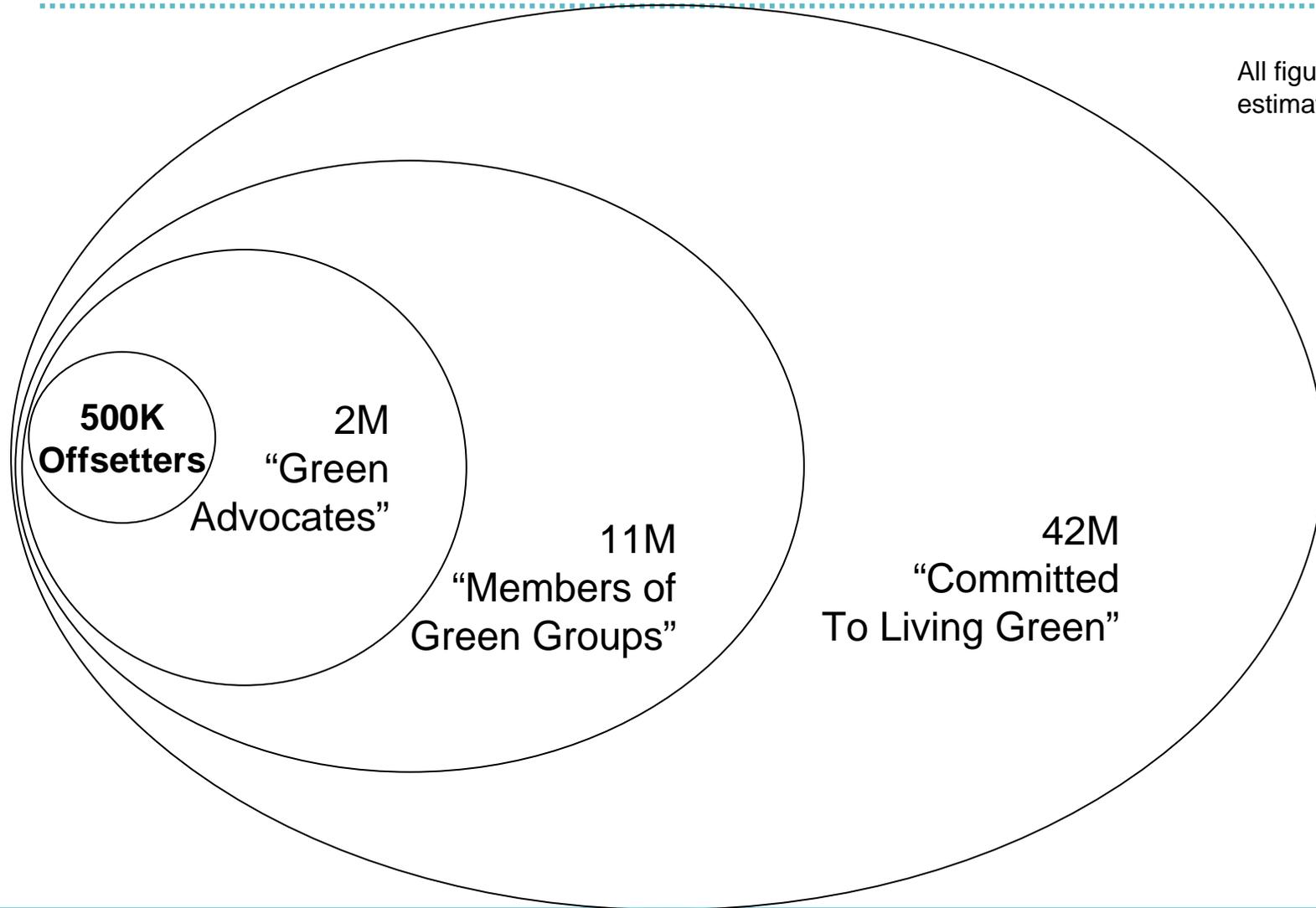
TerraPass Customers

What did we learn about TerraPass members? Here are some fast facts:

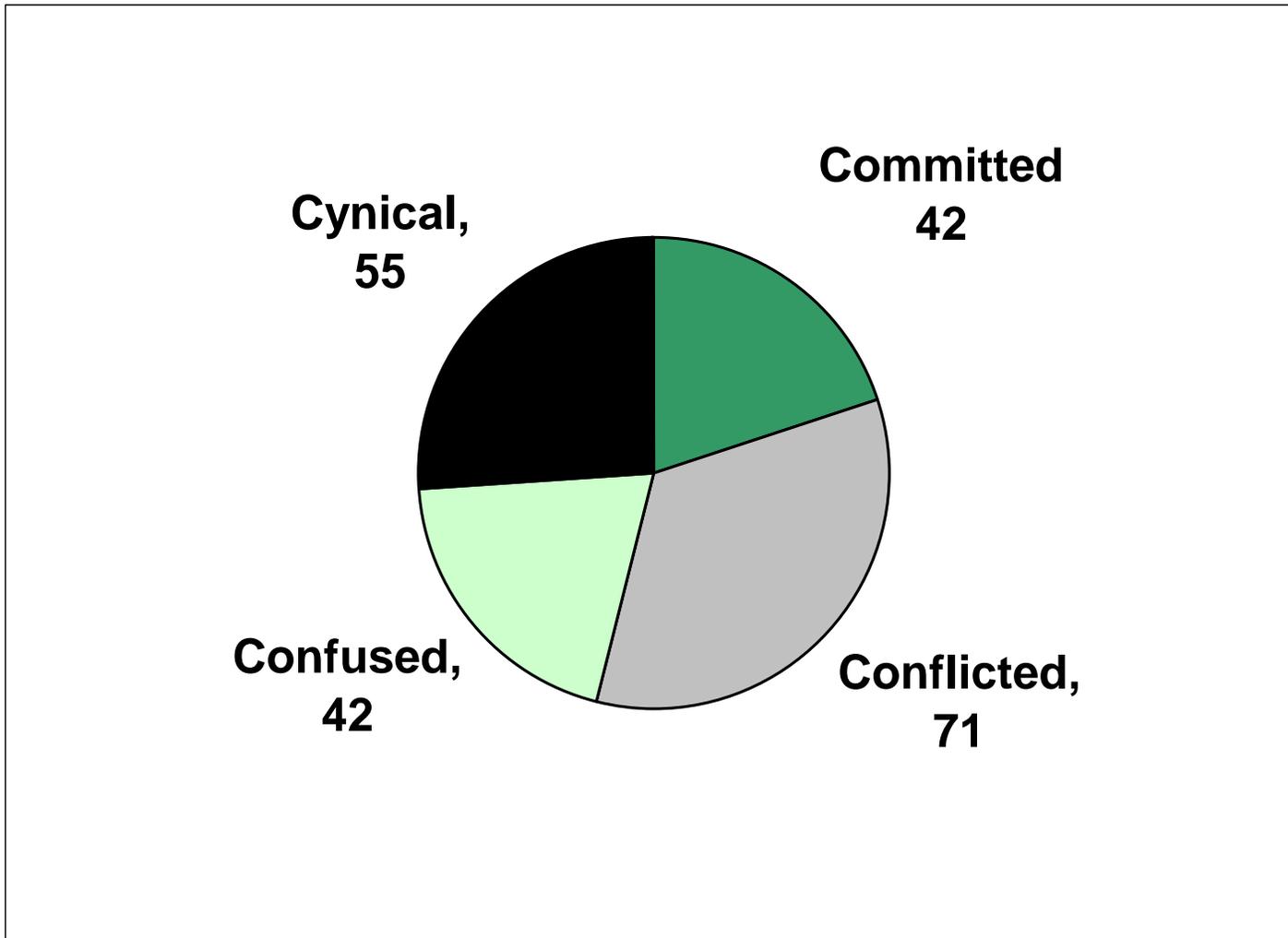
 <p>At Home</p>	<p>86% watch their thermostat settings at home 64% have installed compact fluorescent lightbulbs 6% have installed solar panels at home (210 times the national average)¹</p>
 <p>Driving</p>	<p>43% have bought a more fuel-efficient car 16% drive a hybrid (compared to 2.4% of new cars sold in the US in 2007)²</p>
 <p>Not Driving</p>	<p>26% ride public transit to work 24% bike commute to work (15 times the national average)³</p>
 <p>Traveling</p>	<p>29% take local vacations</p>
 <p>Taking Action</p>	<p>69% support nonprofit environmental groups 50% have contacted a government representative about climate change</p>
 <p>Committed to the Cause</p>	<p>89% have been concerned about climate change at least 3 years 55% say climate change is their most important environmental issue</p>

500K US Adults Offsetting, many more could be

All figures Terrapass estimates



And the others?



The TerraPass Difference (<http://www.terrapass.com/about/our-principles.html>)

We adopt the highest standards

- ✓ Every project is validated against an independent standard.
- ✓ Every offset we sell has been verified.
- ✓ Every product comes with a Product Content Label.

Our offsets happen in the same year you buy them

- ✓ We don't sell forwards in the form of trees or wind 'futures'.

We publish full details on every offset project

- ✓ We are the only offset provider to do this.

We publish our projects for public comment

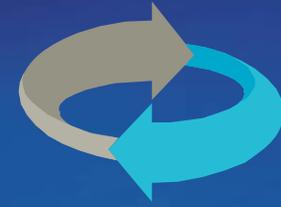
- ✓ We are the only offset provider to do this.

Our carbon reductions are verified every step of the way

- ✓ We publish a complete audit annually.

We keep our prices competitive

- ✓ Our portfolio is comprised wind power, farm power, and landfill gas capture projects.



terrapass

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