

## Go for Gold – Swiss Company is Gold Standard VER market leader

**With freshly certified Gold Standard projects, the Zurich based climate protector with the penguin in its logo has moved to the forefront of sustainable emissions trading.**

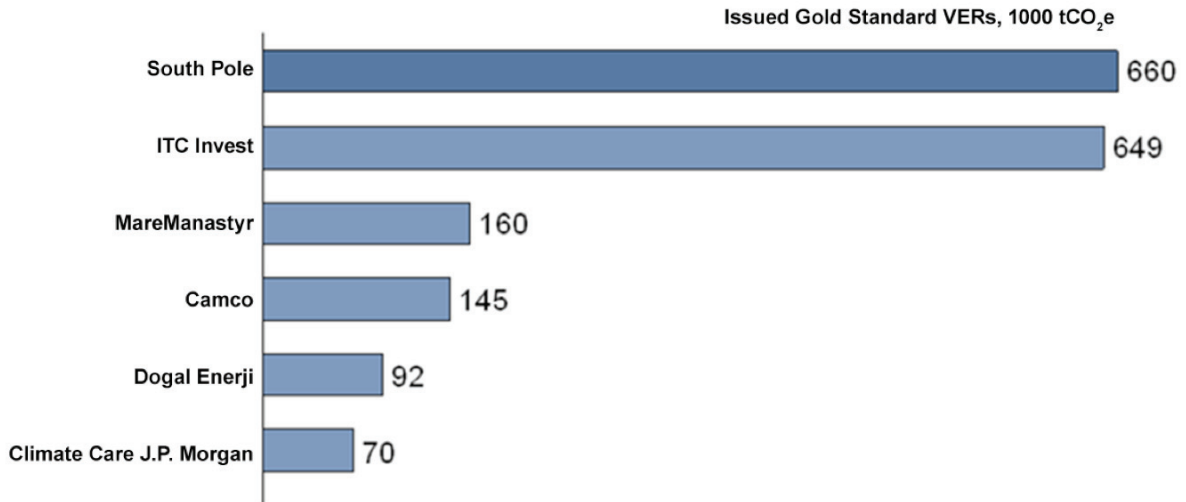
Zurich, 26 July 2010 – For immediate release. Ever since its foundation four years ago, South Pole Carbon Asset Management Ltd. has focused on quality. Not surprisingly, you often encounter the Gold Standard in its history, the strictest standard in the global CO2 market. That standard was introduced by the WWF (among others). From an objective perspective, Gold Standard certification means real transparency, actual CO2 reduction, and genuine sustainable development at the project location.

South Pole transferred the world's first ever Gold Standard certificates in 2007, developed in conjunction with a biomass project in rural India. After years of development work, the company now enjoys the largest Gold Standard portfolio in the voluntary market—clear confirmation that South Pole's strategy is working. "When we started, nobody could tell where global emissions trading would go," says CEO and co-founder Dr. Christoph Sutter. "We at South Pole focused from the beginning on elaborate, trustworthy, high quality products. This approach proved to be the right one and convinced many skeptics of emissions trading's efficacy and sustainability."

With the recent verification of a wind power project in Taiwan and a landfill gas project that avoids methane emissions in China, the Swiss company currently has 660,000 Gold Standard CO2 allowances for the voluntary carbon market in stock. This positions South Pole in front of all international competitors and makes it the market leader in high quality carbon credits. The latest positive developments also lift Zurich—a city that has for many years been the focal point for carbon trading on the European continent—to the next level on the global carbon business map.

South Pole is transforming the Western hemisphere's response to climate change from mere talk to concrete action. With 80 employees spread out over the globe (60 on site in emerging host countries), the company is working hard to discover and implement transparent, effective and sustainable solutions to meet the pressing challenge of climate change.

To date, high quality certificates from South Pole have only been sold to wholesale clients. Now SMEs and individuals can calculate their emissions online at South Pole's webshop. They can also offset their CO2 footprint with an appropriate contribution to a project of their choice, for example the Chinese landfill gas project. The emissions reduction shop at South Pole's web page ensures a simple and transparent process, offering concrete and proprietary projects instead of opaque portfolios. The certificates offered have already been third-party verified and thus enable the buyer to achieve actual climate neutrality instead of a promise for future investments. Buyers can also receive a certificate and a detailed report (complete with energy saving tips), making the calculation of their emissions transparent, traceable, and trustworthy. Since South Pole works directly on projects without intermediaries and is not overspending on retail marketing, a maximum emission reduction per invested capital is guaranteed.



Graph: South Pole Source: Gold Standard Registry <http://goldstandard.apx.com>, July 2010

Learn more about our projects: [www.southpolecarbon.com](http://www.southpolecarbon.com)

Zurich based South Pole is one of the world's leading high quality carbon offsetting companies. South Pole staff comprises more than 75 carbon professionals from 19 countries, located in ten offices around the globe – as close to our projects as to our clients. In over 20 countries we enable the implementation and operation of high-quality projects that reduce greenhouse gases. Our unparalleled portfolio comprises projects in the fields of renewable energy, forestry, energy efficiency, waste management, methane avoidance, and many other sectors.