scale, 58

Typically

experience that education had to be reinforced with innovative marketing and sales programs to motivate potential customers. In late 1999 our approach to marketing green products shifted to more traditional marketing that would

Entering the Carbon Offset Market

With the creation of our BeGreenNow and eMission Solutions divisions, Green Mountain

LEED Certification of our Corporate Headquarters

In the spirit of ongoing l

ñ was surprised to discover the magnitude of the

Employee Commuting Program

Purpose:

Recognizing that traffic congestion contributes to air pollution and energy waste, Green Mountain implemented an employee commuting incentives program to encourage alternative transportation solutions. Miles avoided in traditional single-occupancy vehicles reduce congestion and improve local air quality.

Qualifying Transportation:

Walking, bicyc7>BDC BT/F4 11.04 Tf1 [(pro)2aT1 . BTc9s(g)0 0 1 97.824 599.14 Tm[(a)13(m)(g)0 0 1 97.8.14 T

Chicago Climate Exchange

In 2006, Green Mountain joined the Chicago Climate Exchange (CCX), which is

Having come so far in since 1997, Green Mountain is proud to celebrate accomplishments like 35 new renewable facilities and 3 million tons of CO_2 avoided with our products. With these milestones in our past, we feel confident that Green Mountain has the momentum to move forward to new successes. As such, we are cautiously optimistic for the future of the company within the larger renewable energy and carbon offsetting industries.

Growing Certificate Markets

In the past, state utility regulations have limited customers to purchasing power from their