



News Release

EnviroMedia Engaged by Savvy Leaders of Emerging Green Businesses

By Valerie Davis, Principal and CEO, EnviroMedia

AUSTIN, Texas - November 11, 2007 – There's no mistaking, 2007 has unfolded as The Year of Living Green and along the way, we've attracted a new breed of client at EnviroMedia – green businesses whose owners are super-smart and super-passionate about their emerging enviro-niches. And their products are pretty darn cool. Take Acequia, for instance. Kenneth Cook and Tim Wiley started this national commercial irrigation company in 2001 by combining "agronomy" with real-estate savvy, and a software that makes their product perhaps the smartest and most effective irrigation system in the world.

Then there's CleanFUEL USA, founded by Curtis Donaldson in 1993 and now the leading global manufacturer of alternative-fuel dispensing equipment for both propane and E85 (ethanol). They've even got CleanFUEL India and CleanFUEL Argentina, but one of their challenges is debunking the myth that infrastructure is a barrier to wide use of alternative fuels.

Since its founding in 1992, The Freeman Company has become one of the market-share leaders in roofing services for Central Texas, and this year is positioning itself as the home-improvement company for comprehensive energy-efficiency services. Leading the way is Freeman president Paul Helfinstein, who wants to leverage the company's reputation for quality workmanship and service as it introduces energy-saving new services like HVAC, insulation, windows and radiant barriers for attics.

All three companies – Acequia, CleanFUEL USA and The Freeman Company – are on the leading edge in their respective industries, but want EnviroMedia's help positioning themselves as the "go-to" experts in their areas of the environmental business world. These companies join EnviroMedia's roster of government and larger corporate clients, and we plan to help them grow. They've got the substance, drive and science, and the timing couldn't be better to tell their stories to the rest of the world.

Acequia

We've all heard of commercial irrigation systems, and hate to see them running when it's raining or causing run-off. Most of us in the water conservation world have heard of "ET Controllers," or evapotranspiration controllers, which automatically adjust irrigation schedules according to weather and soil moisture. Acequia's comprehensive irrigation management system is the ET controller on steroids. Its proprietary software detects leaks and takes into account weather, soil moisture and 15 other factors like plant species and proximity to buildings and impervious cover (like parking lots) in each of hundreds of watering zones. Acequia counts American Airlines, Wal-Mart and Simon Property Group among its clients. Kenneth (the agronomist) and Tim (commercial real estate) have also developed a unique financial approach to their business.

Instead of charging for equipment, installation and monitoring services, Acequia gives its clients the option of sharing the savings in dramatically lowered water bills. For instance, the upscale Riata Apartment Homes in Austin recently presented Acequia with a check for half the water bill savings from this past year. Riata cut its water use by 200 million gallons of water with the Acequia system (the equivalent of flooding their entire property with 16 feet of water). Acequia

has another progressive, yet-to-be-marketed environmental system called "Green Rain." This system allows corporations that consume large amounts of water to offset their operations' impact on natural water supplies by purchasing water credits that cover the cost of implementing the Acequia water-saving system for a partner of choice, such as a nonprofit organization, schools or churches.

CleanFUEL USA

We now live in a world where even Exxon publicly acknowledges global warming, and an energy bill calling for a 7.5-billion-gallon Renewable Fuel Standard has been signed into law. For a company that is the only E85 dispenser manufacturer in North America that has full approvals from the National Conference on Weights and Measures, opportunity abounds like never before. The trick is ensuring all the decision-makers and influencers - including fleet managers and the media - are aware of CleanFUEL USA.

The company not only manufactures dispensers of ethanol and propane, but also has worked with ICOM of Italy to pioneer the development of a liquid propane injection (LPI) system for engines, which improves fuel efficiency, provides superior performance, lowers emissions and is EPA-certified. This year, BlueBird debuted its Vision School Bus and Roush introduced its propane powered F-150 pickup - both outfitted with CleanFUEL USA's LPI engine technology.

The Freeman Company

According to the EPA's Energy Star program, we produce twice the greenhouse-gas emissions with our homes than with our cars. However, we can cut back on that pollution most people probably didn't even know we were creating at home - and save money on our electric bills - by ensuring our HVAC systems are running efficiently and our homes are properly sealed and insulated. Enter The Freeman Company, which has built a solid foundation of loyal customers over the past 15 years, primarily in the area of roofing. Recently, the company has bundled its services that can make homes more energy-efficient. When it comes to roofing, metal or even light-colored shingles deflect heat absorption, while spraying radiant barrier latex in the attic also reduces summer heat gain and winter heat loss.

Installing low-emittance windows and energy-efficient HVAC systems can also make a huge difference in reducing energy waste and pollution while lowering high electric bills. A challenge for The Freeman Company is to maintain its reputation for quality roofing, while also establishing itself as the go-to home-improvement company for energy-efficient homes. We've already revamped their logo and created a new tagline, "Keeping Your Environment Comfortable," and recently launched advertising and direct mail campaigns.

Reprinted with permission from EnviroMediaSM.