

For Immediate Release:

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Green Living Project™ Launches Sustainability Platform

New media production and marketing company documents unique and successful sustainability projects across Africa and North America in 2008

Los Angeles, CA (July 29th, 2008) - Green Living Project™ is a media production, marketing, and entertainment company that showcases sustainability initiatives. The company officially launched today its unique sustainability platform to market and promote stories about successful sustainability projects around the globe. Through multi-media production and distribution strategies, Green Living Project™ aims to educate and inspire individuals and communities to adopt a more sustainable lifestyle.

In 2008, Green Living Project™ (GLP) highlights Africa, documenting sustainability projects administered by leading non-profits, conservation organizations, travel companies, eco-lodges, local tourism boards, and private companies. The project themes include renewable energy, urban sustainability, responsible tourism, green building, organic farming, community development, wildlife conservation, and waste management. The GLP media production team was in East Africa this past spring working with organizations such as African Wildlife Foundation, The Gorilla Organization, and Rwanda Tourism Board, to document 16 different projects throughout Uganda, Rwanda, and Tanzania. The company will also launch a new domestic production schedule this fall.

Using HD video, still photography, and audio recording techniques, GLP will promote targeted projects on its website (www.greenlivingproject.com) and through select online content partners. In addition, these sustainability projects will be featured through the international “Green Living Project™ Lecture Series” in partnership with National Geographic Adventure, Recreational Incorporated, Inc. (R.E.I.), and other strategic partners and sponsors.

“Green Living Project™ assures us that environmental and cultural degradation can be reversed. The great impact GLP is making flows from celebrating activism and success rather than documenting proof of the threats our world faces. GLP shows people restoring their cultural/natural resources and fostering a greater engagement from travelers and their hosts alike,” said Fran Farrell, publisher of National Geographic Adventure. “We are delighted that National Geographic Adventure has been able to support Green Living Project’s work and we couldn’t be more pleased to see how quickly their vision has become a compelling reality.”

“The past year and a half has been an exciting time as we have quickly laid the foundation and put together a solid management team for our unique style of media production and marketing,” said Rob Holmes, founder and president of Green Living Project™. “This unique sustainability platform has attracted wide support from the non-profit, conservation, corporate, and media sectors based on the growing importance of living, supporting, and promoting sustainable lifestyles. And while we are actively planning three new international media expeditions to Africa and South America in the next six months, we also look forward to launching our highly anticipated domestic production schedule this fall.”

About Green Living Project™

Green Living Project™ (GLP) is a media production, marketing and entertainment company that showcases sustainable initiatives around the globe. Through various multi-media production and distribution techniques, Green Living Project™ aims to educate, inspire and entertain while encouraging individuals and communities to adopt a more sustainable lifestyle. GLP markets and promotes its exclusive media content online and through an international lecture series. Key partners and sponsors include National Geographic Adventure, Recreational Equipment Inc. (REI), African Wildlife Foundation, The Gorilla Organization, Chaco, Gregory Packs, Keen Footwear, La Sportiva, Lonely Planet, and ExOfficio. Green Living Project™ is a privately held company located outside of Los Angeles, California. For more information, please visit www.greenlivingproject.com or contact Rob Holmes at (818) 988-2234 or rob AT greenlivingproject DOT com.