

For Immediate Release:

Green Living Project™ and Xola Consulting Announce Strategic Partnership

New multi-media production and marketing services further supports the creation and promotion of sustainable adventure travel markets around the globe

Santa Fe, NM (February 9th, 2009) – Adventure tourism consulting firm Xola Consulting, Inc. announces a new partnership with media and entertainment company Green Living Project™, the leading media production and marketing company showcasing global sustainable initiatives. Both companies will collaborate to further support the creation and promotion of sustainable adventure travel markets around the globe.

Through its partnership with Green Living Project™ (GLP), Xola now offers destinations the unique benefits of cost-effective multi-media production (HD video, photography) and strategic online and offline marketing and distribution across North America. The high-quality, authentic, and issue-based multi-media content educates, inspires, and entertains viewers with the behind-the-scenes view of local sustainably-focused adventure travel companies and destinations.

The custom client-oriented media created in the course of Xola engagements will also be marketed and distributed through GLP's website (www.greenlivingproject.com), social media properties, online content partners, Education Program, and popular North American Event Series at over 40 locations in partnership with National Geographic Adventure, Adventures in Travel Expo (ATE), Green Festival, R.E.I., African Wildlife Foundation, Earthwatch, Timberland, Keen Footwear, and many others.

“We’re thrilled to be able to link GLP with our destination clients – they beautifully support our team’s strategic work with thoughtful and entertaining high-definition video, photojournalism, and unusual travel stories to promote our clients’ cultural, adventure and natural resources,” said Christina Heyniger, president of Xola Consulting. “Based on the importance of documenting and promoting sustainable, responsible, and adventure tourism components, this strategic partnership is highly relevant to the travel market.”

“We are excited to partner with Xola since they expand our list of top-tier strategic partners into the tourism consulting industry,” said Rob Holmes, founder and president of Green Living Project™. “Based on the strong demand for professional and custom multi-media content, we look forward to exposing new clients to our unique media production platform, along with our effective marketing

and distribution services throughout the North America travel market. We look forward to identifying and collaborating with Xola on innovative sustainability and adventure tourism projects around the globe.”

To view Green Living Project’s media production examples, please visit:

<http://www.greenlivingproject.com/projects>

To view Green Living Project’s 2009 Event Series schedule, please visit:

<http://www.greenlivingproject.com/events>

About Xola Consulting, Inc.

Xola (www.xolaconsulting.com) specializes in consulting and research services for the adventure tourism industry, providing technical assistance to both adventure tour operators and government tourism boards and destination management organizations. Xola also publishes Off the Radar (www.travelofftheradar.com), an online newsletter and website providing information to adventure travelers about the best sustainable adventure travel destinations and trips.

About Green Living Project™, Inc.

Green Living Project™ (www.greenlivingproject.com) is the leading multi-media production, marketing and entertainment company showcasing global sustainable initiatives. Through various production and distribution techniques, Green Living Project™ aims to educate, inspire and entertain while encouraging individuals and communities to adopt a more sustainable lifestyle. The company markets its exclusive content online and offline, including an international event series. Strategic partners include National Geographic Adventure, REI, Adventure Travel Trade Association (ATTA), Adventures in Travel Expo (ATE), African Wildlife Foundation, Earthwatch, Timberland, Gregory, and Keen. Green Living Project™ is a privately held company located in Los Angeles, California.

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