



**FOR IMMEDIATE RELEASE**

**EQUATOR APPOINTS ERON BLOOMGARDEN AS PRESIDENT  
OF ITS ENVIRONMENTAL MARKETS GROUP**

New York, NY – September 16, 2008 – Equator Environmental, LLC today announced the appointment of Eron Bloomgarden as President of its Environmental Markets Group. Bloomgarden, who previously served as EcoSecurities' US Country Director and managed the firm's US operations, joins Equator to lead and manage all aspects of its environmental markets business. Bloomgarden will focus on carbon opportunities related to Equator's US and International carbon investments, the development of carbon opportunities related to Equator's Latin American timber business, as well as expansion of Equator's activities to include additional carbon project types.

"With the addition of Eron Bloomgarden, we are well positioned to take advantage of the growing US carbon markets and expand our expertise," says Gerrity Lansing, President and CEO of Equator Environmental.

"There are few individuals that have Eron's proven leadership and in-depth understanding of these markets. His success in developing carbon offsets in a wide range of project types, combined with his institutional experience, strengthens our capabilities and supports Equator's mission to become the leading player in environmental finance," adds Lansing.

According to the World Bank, global carbon transactions totalled \$64 billion in 2007, up from \$30 billion in 2006, and are expected to grow to more than \$100 billion in 2008.

"As the carbon market matures in the US, more capital continues to be allocated from the private sector into various environmental investment opportunities," says Bloomgarden, who brings a wealth of experience in environmental finance, emission-reduction project development, and management to the company. "I am excited to join the team at Equator to meet this growing demand and look forward to bolstering the portfolio of investments and carbon reduction projects we currently offer our partners."

Prior to joining Equator, Bloomgarden spearheaded EcoSecurities' entry into the North American carbon market and managed the company's U.S. carbon credit origination, project implementation, strategic planning, and policy initiatives. At EcoSecurities, he helped achieve several of the company's most important milestones, including work on registration of the world's first Clean Development Mechanism (CDM) project, and the first unilateral CDM project. Bloomgarden has also advised governments, multilateral institutions and international corporations on many aspects of the emerging greenhouse gas (GHG) market. Bloomgarden currently serves on the Board of Directors of the Environmental Markets Association (EMA), the premiere trade association for environmental industry professionals, and holds a Masters degree from Columbia University's School of International and Public Affairs (SIPA) in New York. Prior to joining EcoSecurities, Bloomgarden worked as a consultant for the United Nations and at International Business Machines (IBM).

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**About Equator Environmental, LLC** specializes in the generation and management of high quality carbon credits and environmental assets derived from reforestation projects, forest conservation and sustainable land management. Equator uses state of the art financial structuring techniques to create diversified revenue streams that benefit the Governments, timberland owners and local communities who are our clients and partners. Equator advocates policies that support the development of ecosystem markets and create sustainable cash flows related to the protection and enhancement of the world's ecosystems.

Equator's business units include Equator Environmental Markets, Equator Asset Management and The Timber Group. The Environmental Markets Group utilizes innovative financial structuring and market knowledge to maximize the value of carbon offsets and other environmental assets. The company's Asset Management Group places and manages investments for institutional investors in high-growth, high-yield environmental and ecologically-based rights, entitlements, credits, vehicles, companies and other instruments. The Timber Group originates and manages forestry investments that generate competitive timber returns and additional revenue through sustained flows of environmental assets.

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