

## Media Advisory

**For Immediate Release:**  
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**Contact:** Jennifer Porter Gore  
(443) 414-3709 (cell)  
Viki Radden  
(612) 590-2512 (cell)

### The Capital Markets Partnership to Launch its Sustainable Investment Initiative

*Sponsored by the US Conference of Mayors, JPMorgan, Bank of America, Fireman's Fund Insurance Company, a company of Allianz, Energy Foundation & Foundations Supporting Green Affordable Housing*

*Financial Institutions, Policy Makers, and Business Leaders  
Announce Products and Programs to Spur  
Green Building Financing & Sustainable Investment*

WASHINGTON—The Capital Markets Partnership (CMP) will hold a press conference at the New York Stock Exchange on August 18 announcing the availability of sustainable investment products.

CMP is a nonprofit coalition of more than 70 financial institutions, institutional investors, state and local governments and business leaders that provides a framework to create sustainable investment products for the capital markets and real estate finance community.

*Sustainable* investment is investment best for the environment, economy, and social equity. CMP's approved consensus standards cover the global supply chain and about 70% of global economic activity.

The Sustainable Investment Initiative will feature several announcements to support sustainable investment and green-building financing, renovation, and construction including:

- Public release of the peer reviewed *Capital Markets Briefing Paper: Business Case for Commercializing Sustainable Investment*. The Paper includes the results of an Investor Survey initiated with Standard & Poors covering over \$3.3 trillion in assets.
- The Paper and Survey document four years of due diligence with investment banks, investors, and rating agencies finding that green buildings, green power and certified sustainable manufactured products, are more profitable, less risky, and preferred by investors.
- The introduction of tax credits and investment opportunities in green building construction and renovation.
- Launch of the Milken Institute's Green Building Securities Project in cooperation with Wall Street Without Walls and CMP.

**When:** Tuesday, August 18, 2009 11:00 a.m.  
**Where:** The New York Stock Exchange, 2 Broad Street, New York, NY 10005

**more**

*Acting Now for a Safe and Prosperous Tomorrow*



## Who is Participating:

- [US Conference of Mayors Support of the Sustainable Investment Initiative & Release of the \*Capital Markets Briefing Paper: Business Case for Commercializing Sustainable Investment\*](#): **Mike Italiano**, President & CEO, Capital Markets Partnership, Founder, US Green Building Council
- [Congressional Joint Economic Committee Activities on Green Building Financing](#): **Hon. Carolyn Maloney**, Chair
- [Support for Sustainable Investment to Increase Jobs & Stop Dangerous Climate Change](#), **Allison Chin**, Ph.D, Chair, Sierra Club Board of Directors
- [CRF USA Green Building Fund, New Markets Tax Credits, & Asset Backed Securities](#): **Frank Altman**, CEO, Community Reinvestment Fund, USA
- [e3bank Circular for Green Building Cheaper Cost of Capital](#): **Sandy Wiggins**, Chairman, e3bank, Past Chairman, US Green Building Council
- [Home Depot & Federal Home Loan Bank Green Affordable Housing Underwriting, & Renewal2 Fund for Green Buildings and Certified Organic Products](#): **Steve Hoffmann**, CMP Executive Director, on behalf of the Home Depot Foundation & Renewal2
- [Renewable Choice NYSE Event 400% Green-e Power Offset & Orion Energy Systems Energy Efficient Products Investor Opportunity](#): **Quayle Hodek**, CEO, Renewable Choice, **Kevin Crawford**, Orion Director of Government Affairs
- [Think Energy & WindCurrents 400% NYSE Event Green Power Offset](#), **Rebecca Eaton**, Director, Carbon Markets, Think Energy, **Jim Maguire**, CEO, WindCurrents
- [Wall Street Without Walls / Milken Institute Green Building Securities Project](#): **John Nelson**, Managing Partner, Wall Street Without Walls, **Martha Amram**, Senior Fellow, Milken Institute
- [SMaRT© Sustainable Platinum rated \*Generation\* by Knoll work chair](#): **Alana Stevens**, Knoll Seating Product Director, **Nicole Pedersen**, Product Marketing Manager, Seating and KnollExtra
- [Global SMaRT© Sustainable Product Marketing Agreement with 10 Fortune 500 Companies with over \\$100B in annual sales, Sustainable Product Purchasing Initiative For Local Government, & Sustainable Manufacturing Underwriting Standard Launch for Green Convertible Securities](#), **Denny Darragh**, CEO, Forbo Flooring & Alliance for Sustainable Built Environments
- [Capital Markets Liquidity, Credit Availability & Opportunities for Green Building Refinancing](#), **Bill McInerney**, Partner, Cadwalader, Wickersham & Taft LLP
- [Green Building Underwriting Standards](#): **Lewis, Jones** Managing Director, JPMorgan
- [GSA's Green High Performance Building Program](#): **Lance Davis**, Sustainable Design Director, US General Services Administration
- [Requirements for Private Sector Green Buildings](#): **Susan Kaplan**, Sustainability Director, Battery Park City
- [The Solaire LEED Certified Green Building & Increased Leaseup & Tenant Retention](#): **Russell Albanese**, CEO, Albanese Development
- [Empire State Building Green Building Renovation](#): **Paul Rode**, Principal, Empire State Building Project, Johnson Controls
- [Green Building Investment & Asset Management](#): **Doug Lawrence**, Managing Director, JPMorgan