



Imagine if helping the environment was as easy as having an email address.

Discover how America's leading companies and their shareholders save paper, reduce costs and help rebuild American forests, all at the same time.

www.eTreeUSA.com

For more information contact Julie Silver at 1-781-575-3280 or email us at eTreeUSA@Computershare.com

Computershare



**A Computershare initiative
with American Forests**



Reducing costs while helping the environment – one email address at a time



Steven Rothbloom, president and CEO of Computershare North America, and Deborah Gangloff, executive director of American Forests, at the official US launch outside of Computershare's Canton, MA, facility.

Computershare, the world's largest transfer agency, has taken its propensity for innovative solutions a step further, working both to save the environment and to save its clients money.

Computershare's global eTree® initiative is a unique means of encouraging shareholders to choose electronic delivery by offering the incentive of having a tree planted on their behalf. For every shareholder that registers their email address with the eTree program, each member company donates money to a local environmental group. The program allows public companies to dramatically reduce their printing and mailing costs associated with communicating to their shareholders while making a positive impact on the environment.

On September 27, Computershare marked the official launch of the eTree program in the US, along with its tree-planting partner American Forests. Attending the event were the US eTree founding members McDonald's Corporation, The Coca-Cola Company, Verizon Communications Inc., Alltel Corporation, American Electric Power Company, El Paso Corporation, Google Inc., PNC Financial Services Group,

Inc., Sempra Energy, Windstream Corporation, and The J.M. Smucker Company.

"We're excited that US shareholders can now join the more than 1.5 million registered shareholders around the world who have helped make a difference in the environment by embracing electronic communications," said Steven Rothbloom, President and CEO of Computershare North America.

"The eTree initiative is a prime example of how businesses can play an important role in restoring and re-establishing

native forests while reducing their high volumes of paper documents and correspondence," added Deborah Gangloff, executive director of American Forests. "In other words, participating eTree companies can 'do well by doing good'."

With 120 public companies participating worldwide, the eTree initiative has been instrumental in the planting of over 1.7 million trees. In addition to the US, Computershare has established the eTree initiative in Australia, Canada,

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Benefits of the eTree program

For issuers: Considerable printing and postage cost savings year after year, tax benefits through the charitable tree-planting donation, more effective communication with shareholders, an enhanced corporate responsibility profile, increased shareholder loyalty

For shareholders:
Efficient communication, environmental contribution, and less mail

For the environment:
Reduced amounts of paper waste, cleaner water and air, CO2 emission management

South Africa, and the UK. The company will soon launch the eTree program in Ireland and is exploring opportunities in Germany and New Zealand.

“We are always looking for ways we can reduce the impact of our business on the environment. Implementation of the eTree program gives our shareowners the opportunity to help us reduce the amount of paper we use for our financial reports. It’s another way we can work together to protect our planet. All of these small steps can add up and make a big difference,” said Karen Danielson, Shareowner Services Manager, The Coca-Cola Company. Since the program was made available to clients in the US market (the 11

founding members) 50,000 trees have been planted. If 100% of our Foundation members’ shareholders registered for the eTree initiative, 2 million trees would be planted. These trees would equate to approximately 600,000 tons of carbon dioxide being removed from the atmosphere over the next thirty years.

The eTree program is open to all US publicly traded companies, regardless of their size or transfer agent. The eTree concept can also be used to encourage e-billing or e-statement delivery for customers and employees.

“‘When you’re green, you’re growing,’ was one of McDonald’s founder Ray

Kroc’s most famous quotes,” explained Mary Kay Shaw, Vice President, Investor Relations, McDonald’s Corporation. “In the spirit of being green and growing, McDonald’s continues to build on our long-standing commitment to the environment by supporting the American Forests’ reforestation efforts through Computershare’s eTree program. We are pleased with our shareholders’ response to this exciting program. Since our participation began, more than 15,000 trees have been planted on behalf of our shareholders.”

For more information on the eTree initiative, please contact eTreeUSA@Computershare.com or visit <http://www.eTreeUSA.com>.

US eTree® cost-saving examples	Energy company	Consumer goods company
Current situation:	125,000 shareholders	45,000 shareholders
Current print and mail cost per shareholder annually	\$7	\$5
Current annual shareholder communication costs	(125,000 @ \$7) = \$875,000	(45,000 @ \$5) = \$225,000
Estimated cost savings...	by achieving 16% electronic communications uptake	by achieving 18% electronic communications uptake
Initial eTree mailing campaign and eTree success fees	\$179,000	\$70,260
Number of consenting shareholders providing email addresses	20,000	8,100
Print and mail cost savings	(20,000 @ \$7) = \$140,000	(8,100 @ \$5) = \$40,500
Return of initial investment	1.3 years	1.7 years
Electronic communication per year	(6 @ \$.25) = \$1.50	(2 @ \$.25) = \$.50
Electronic communication set up costs	(6 @ \$100) = \$600	(2 @ \$100) = \$200
Electronic communications costs per year	(20,000 @ \$1.50 + 600) = \$30,600	(8100 @ \$.50) = \$4,250
Potential cost savings after first year	\$109,400	\$36,250
Environmental contribution	20,000 trees planted by American Forests; 50 acres and 6,676 tons of sequestered carbon	8,100 trees planted by American Forests; 20.25 acres and 2,700 tons of sequestered carbon
Source: Computershare North America		