

FOR IMMEDIATE RELEASE

Media Contact: Ragini Bhalla
Phone: (212) 701-2736
Email: rbhalla@truist.com



Truist
2201 Wisconsin Ave. NW, Suite 250
Washington, DC 20007 USA
T 202 903 2585 F 202 903 2587
www.truist.com

TRUIST FORMS INNOVATIVE PARTNERSHIP WITH CLEAN AIR-COOL PLANET AND NATIVEENERGY

Charitable Donations Fight Global Warming, Boost Employee Morale

Washington, D.C. – March 4, 2009 – Truist, the leading provider of global philanthropy solutions, today announced a strategic partnership with Clean Air-Cool Planet (CA-CP), the leading nonprofit dedicated solely to finding and promoting solutions to global warming, and *NativeEnergy*, an international marketer of high quality carbon offsets and renewable energy credits (RECs).

“Given the importance of integrating philanthropy into a broader corporate social responsibility strategy, it makes perfect sense to bring key CSR elements such as environmental responsibility and sustainability into the realm of philanthropy,” said Truist CEO Bob Meagher. “Our partnership with CA-CP and *NativeEnergy* offers companies the ability to engage employees in both philanthropy and sustainability.”

Charitable contributions made by Truist technology, will be used by Clean Air-Cool Planet, in partnership with *NativeEnergy*, to reduce CO₂ pollution and help at-risk communities develop sustainable economies.

“Global warming affects our planet and our neighbors around the world, and it’s our responsibility to leverage the untapped potential of technology and innovation to make a real difference” said Billy Connelly, *NativeEnergy*’s Director of Corporate Communications. “Our partnership with Truist brings us another step closer to this goal.”

Research shows businesses that engage employees in environmental impact are more effective at recruiting and retaining employees; earn greater loyalty and respect from their customer base; and are often assigned additional value by the investment community.

On Thursday, March 5, 2009, Truist and *NativeEnergy* will host a best practices webinar – [Promoting Earth Month in the Workplace](#). This webinar, after providing a brief overview of global warming issues, will help companies develop concrete, measurable strategies for engaging employees this Earth Day (April 22, 2009) and Earth Month (April).

- more -

About Truist

Truist offers a complete portfolio of solutions supportive of global employee- and community-involvement program administration. Truist delivers innovative technology and services to more than 1,000 customers across more than 50 countries, representing a cumulative 3,000 programs, 1 million volunteers and \$2.5 billion in charitable contributions. Learn more at www.truist.com.

About Clean Air-Cool Planet

Clean Air-Cool Planet is the leading science-based, non-partisan, nonprofit organization dedicated solely to finding and promoting solutions to global warming. Through our climate policy center, we develop and promote economically efficient and innovative climate policies. CA-CP provides hands-on assistance to companies, campuses, communities and science centers throughout the Northeast to help them reduce their carbon emissions. Find out more at www.cleanair-coolplanet.org

About NativeEnergy

NativeEnergy leverages market demand for carbon offsets to bring online new Native American, family farmer and community-owned renewable energy projects, NativeEnergy offers third party verified and certified renewable energy credits and offsets from a variety of operating projects across America and internationally. Through its novel approach of bringing upfront payment to renewable projects for the estimated future carbon offsets, NativeEnergy enables its clients to help directly finance the construction of specific new wind farms and other renewable energy projects. NativeEnergy continues to focus on real, additional offsets that provide both an environmental and a social benefit, for both people and planet. More information is available at <http://www.nativeenergy.com>. Native Energy is a founding member and Co-Chair of the International Carbon Reduction and Offset Alliance. www.icroa.org

###

Media Contact:

Ragini Bhalla
Truist
Phone: (212) 701-2736
Email: rbhalla@truist.com

Maggie Logan
Truist
Phone: (202) 903-2567
Email: mlogan@truist.com