

U.S Wind Industry Fast Facts

- Total U.S. Utility Scale Wind Power Capacity: 49,802 MW
- 2011 Installed U.S. Wind Power Capacity: 6,816 MW
- First Half 2012 Installed Capacity: 2,896 MW
- U.S. Wind Power Capacity Under Construction: 10,312 MW
- Number of States with Utility-Scale Wind Installations: 38

Year over Year Installed Wind Capacity

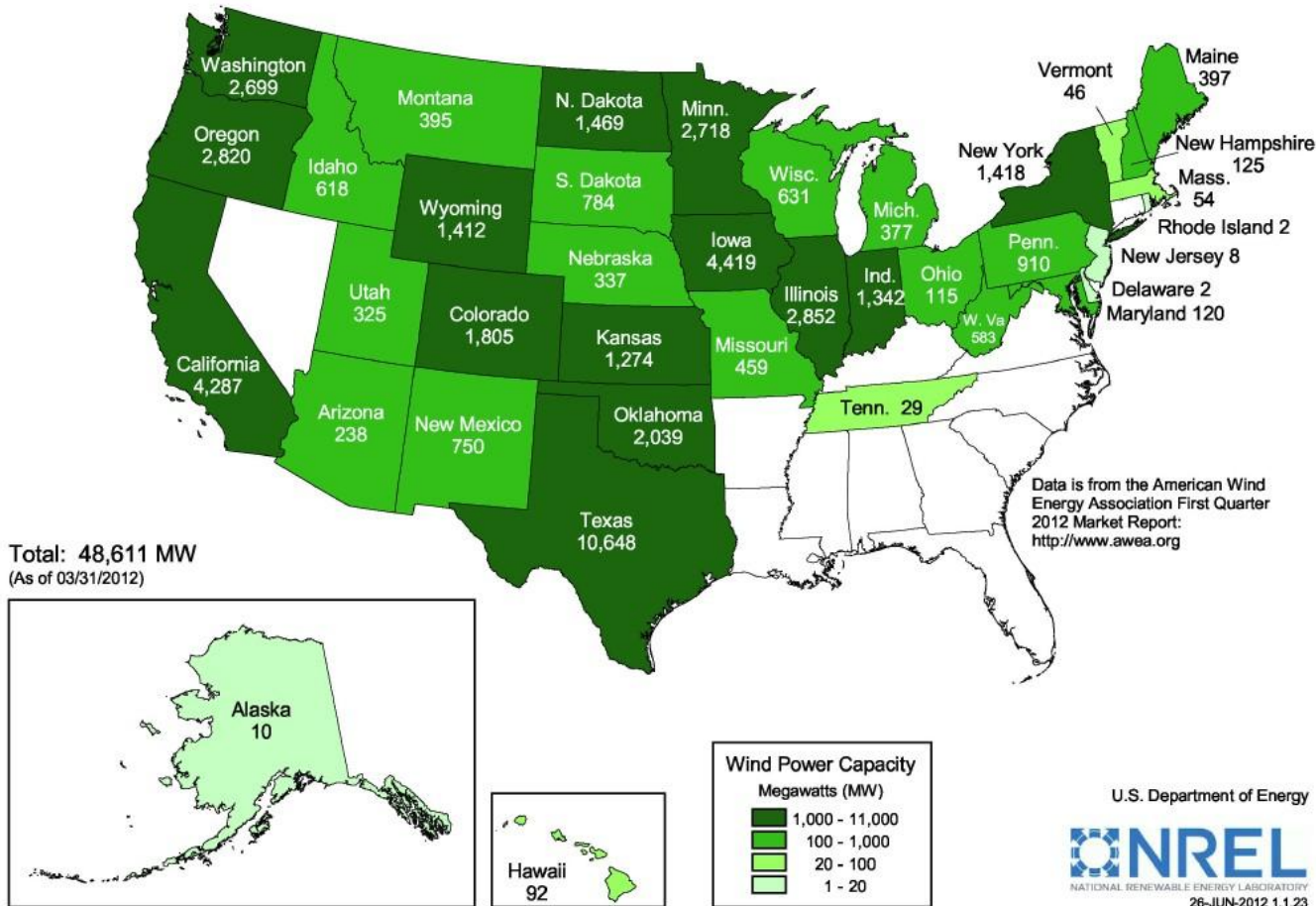
- 2011 6,816 MW
- 2010 5,214 MW
- 2009 10,000 MW
- 2008 8,361 MW
- 2007 5,249 MW

Top 5 States with Installed Wind Capacity

1. Texas	10,648 MW
2. Iowa	4,524 MW
3. California	4,425 MW
4. Illinois	3,055 MW
5. Minnesota	2,718 MW

State Wind Power Capacity

Current Installed Wind Power Capacity (MW)



Installed wind power capacity is surging ahead in the U.S. As of March 2012, total wind capacity rose to 49,802 MW with 14 states generating power above 1,000 MW.

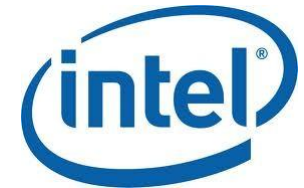
Top 10 Utility Green Power

Rank	Utility	Resources Used	Sales (kWh/Year)
1	Austin Energy	Wind, Landfill Gas	754,203,479
2	Portland General Electric	Wind, Biomass, Geothermal	735,745,202
3	PacifiCorp	Wind, Biomass, Solar, Landfill Gas	587,373,391
4	SMUD	Wind, Hydro, Biomass, Solar	395,537,564
5	Xcel Energy	Wind, Solar	388,837,564
6	Puget Sound	Wind, Landfill Gas, Solar, Biomass, Small Hydro	314,892,507
7	Connecticut Light Power	Wind, Hydro	229,408,999 and
8	CPS Energy	Wind	186,880,675
9	National Grid	Biomass, Wind, Small Hydro, Solar	167,149,902
10	We Energies	Wind, Landfill Gas, Solar	164,546,605

Financial Importance of Renewable Energy Credits



Top Purchasers of Renewable Energy



Consumer Motivations for Supporting Green Power

- Public and Stakeholder Perceptions
- Product Differentiation
- LEED Certification
- Compliance with Mandatory Carbon Reduction Goals
- Meeting Environmental Stewardship or CSR Goals
- Environmental Concerns Energy Security and Independence
- Support for Clean Energy Technologies

Green Branding



CARBON DISCLOSURE PROJECT

reducing with the Carbon Trust



carbon-label.com

The carbon footprint of this product is 2.8kg. This is the total carbon dioxide (CO₂) and other greenhouse gases emitted during its life, including production, use and disposal

We have committed to reduce the carbon footprint of this product



Enhanced Brand Image

Easton wants you to tread lightly

These shoes are made with 100% wind power!

Plus, we'll offset your home electricity use for one month, too. See back for details.

We can create change together.

Our commitment

Conventional electricity generation from burning fossil fuels like coal and gas contributes to global climate change. And because we can't stop using electricity all together, we're:

- Working to reduce the amount of electricity we use in our manufacturing facilities and our offices
- Committed to replacing the electricity we do use with clean, renewable wind power

Sharing our commitment

We've gone an extra step to get you involved and purchased enough wind power to replace the electricity your home will consume in the next month* with clean wind power.

Choose wind power for the rest of the year

- 1 Visit us at www.renewablechoice.com/easton or call Renewable Choice Energy at 1-877-810-9870
- 2 Learn how to support renewable energy
- 3 Sign up for a home wind power program

*Based on an estimated energy consumption in one month for an individual.

PERFORMANCE Bicycle

RIDE WITH THE WIND

We Use Renewable Energy... You Can Too!

Performance Bicycle is Now 100% Powered By Renewable Energy

\$50.00 GIFT CARD

Sign-up Today and Receive a FREE Gift Card!

We're Giving Back with 100% Wind Power - You Can Too!

We're offsetting 100% of the electricity used in our offices and manufacturing facilities for 3 years.

This effort is similar to:

- Planting 21,875 trees
- Not driving 2.8 million miles

Sweet Reward -
A company sponsored initiative for clean energy.

Sign up for a Home Wind Power Plan and you'll get:

- 50% paid by Burt's Bees
- A gift card from a Renewable Choice partner

We're Supporting Wind Power
Auraria Campus is 100% Offset

University of Colorado Denver
COMMUNITY COLLEGE OF DENVER
METROPOLITAN STATE COLLEGE OF DENVER

www.sustainableauraria.org

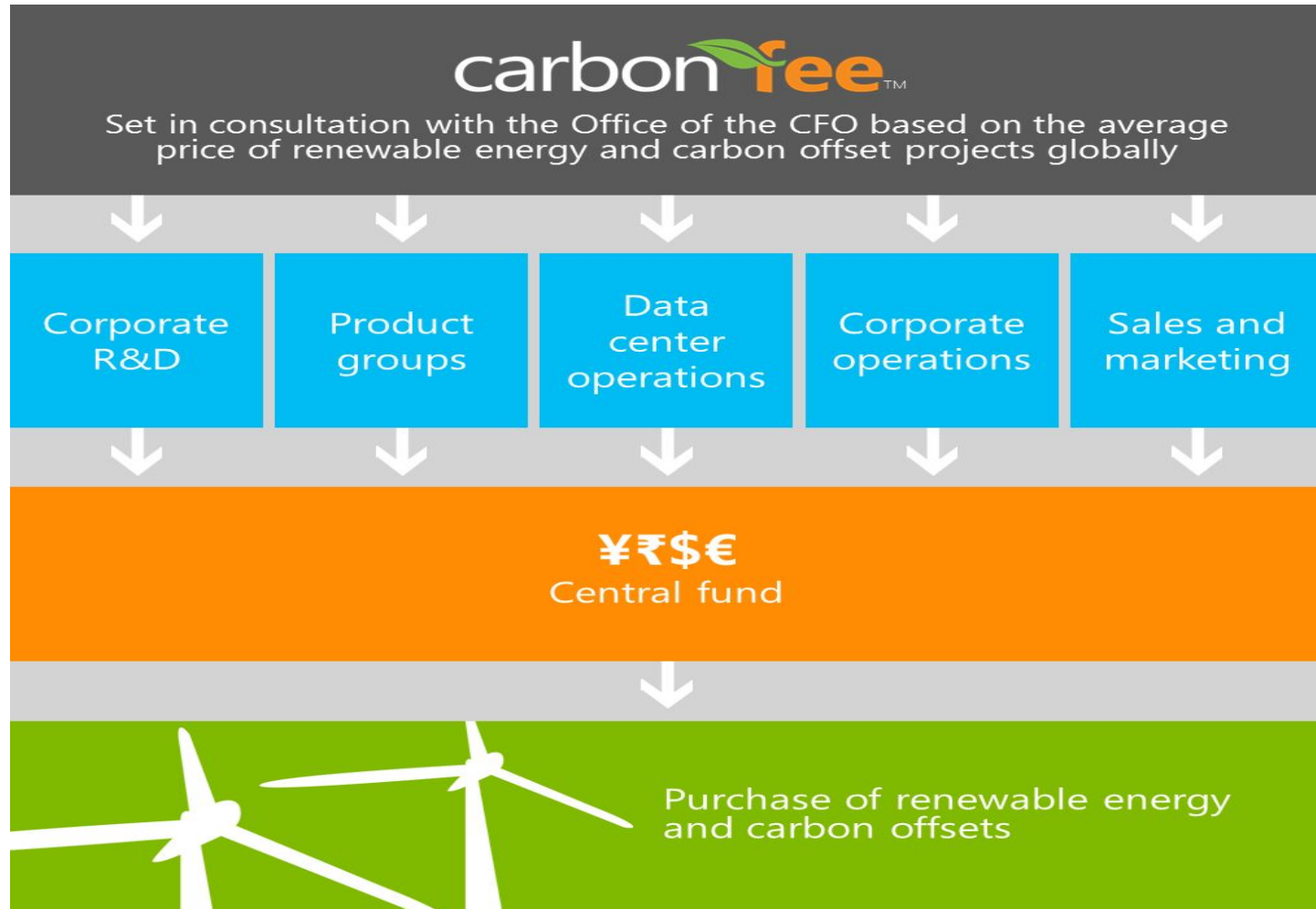
Callaway Gardens is choosing 100% WIND POWER

Auraria Higher Education Center – Case Study



- The Challenge
- Students Drive Change
- Solution
- Benefits
- Carbon Reductions & Recognition
- Building a Sustainable Culture

Microsoft – A Comprehensive Approach



Microsoft – Getting to Carbon Neutral

- Be Lean, Be Green, Be Accountable
- Data Centers, Software Labs, Offices, Employee Travel
- The Role of Technology
- Key Stakeholder Input

2012 EPA Green Power Partner of the Year



Conclusions

- Compliance and voluntary markets drive growth
- RECs remain a valuable revenue source
- Wind power represents largest share of green power sales
- Green power purchases continue to grow
- Prices continue to decline
- Consumers show preference to green powered brands
- PTC – The Great Unknown