



PRESS RELEASE - February 04, 2009

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## **Leading Green Strategy and Management Consultancy GreenOrder Named “Ideal Choice” for Green Growth Opportunities in Independent Research Report**

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**LOS ANGELES & NEW YORK, Feb 04, 2009 (BUSINESS WIRE)** -- GreenOrder, an LRN company, today announced it has been named "an ideal choice" for companies "seeking revenue generating advice on innovative product offerings" in the Green Quadrant: Climate Change Consulting USA (Green Quadrant). The independent research report was released by Verdantix, a business research firm focused on climate change, carbon markets and business sustainability.

The Green Quadrant report provides a detailed assessment of the leading firms that provide consulting and professional services in the sustainability market. In the report, GreenOrder is highlighted as one of six leading firms expected to see marked growth in 2009. GreenOrder displays market recognized performance and receives significant awareness ratings in the marketplace among other larger companies analyzed, including Bain, Boston Consulting Group, ICF International and McKinsey & Company.

Verdantix reported, "GreenOrder targets the revenue growth opportunities created by the market transition. The firm has worked successfully with senior executives in multiple General Electric business units (including GE's ecomagination program), as well as DuPont, Pfizer and General Motors." GreenOrder advises leading corporations across multiple industries including major utilities, IT, retail, media and manufacturing.

The report also notes, "GreenOrder has distinctively focused its advisory climate change and sustainability offerings on innovation, strategy and new product development."

Global markets are being transformed by greenhouse gas-related policies and programs, and most companies have not prepared for the risks and opportunities this rapid market transformation poses. In these times of economic uncertainty, business strategies that do not account for and invest in these market changes leave companies vulnerable to competitive disadvantage.

GreenOrder offers transformative business strategy advising across a wide range of sustainability and climate change client needs. The company leverages core capabilities in business strategy, policy and technical analysis, and messaging, coupled with leading expertise in new opportunity identification, to deliver game-changing solutions to top global companies.

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GreenOrder also is recognized in the report for offering "distinct expertise for projects that target climate change revenue growth." Research by the Green Quadrant report also suggests that businesses should leverage GreenOrder's services to envision options for opportunity development due to market transition, as well as strategizing to meet voluntary carbon offset standards.

"Verdantix's recognition of GreenOrder as a leading advisor on sustainability and climate change is a welcome recognition of our success over nearly a decade in partnering with some of the world's leading enterprises to make environmental innovation a source of business value," said Andrew Shapiro, founder and president of GreenOrder. "With the financial downturn and pending regulatory changes in the United States, the market needs guidance more than ever from experts who have a track record of creating sustainability strategies and programs that work for both the environment and the bottom line. This sort of third-party validation underscores our commitment to help our clients outgreen the competition."

Acquired by LRN in November 2008, GreenOrder has been called "the go-to consulting company for green business" by Fortune. Together, LRN and GreenOrder are uniquely capable of helping companies make their corporate cultures "green" through advisory services, education, engagement and communications solutions, and managerial tools and practices.

SOURCE: LRN

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Kathleen Brennan, 310-209-3890

[kbrennan@lrn.com](mailto:kbrennan@lrn.com)

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### **About GreenOrder, Inc.**

**GreenOrder helps companies maximize the value of sustainability - making environmental excellence, energy innovation and corporate responsibility drivers of profitable growth. Founded in 2000 and based in New York City, GreenOrder combines business strategy, technical environmental analysis, and effective marketing and communications to help some of the world's largest enterprises turn their investments in sustainability into concrete competitive advantage. GreenOrder is a part of LRN, a company that helps businesses develop ethical corporate cultures and inspire principled performance. For more information, visit: [www.greenorder.com](http://www.greenorder.com) and [www.LRN.com](http://www.LRN.com). For more information, visit: [www.greenorder.com](http://www.greenorder.com) and [www.LRN.com](http://www.LRN.com).**