

The FreshTracks Flurry

November 2007

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Brighter Planet Announces Partnership with the Bank of America

On 11/29/07 at the "Good and Green Conference" in Chicago, Brighter Planet CEO Patti Prairie and VP of Public Policy & Global Corporate Affairs for Bank of America Kaj Jensen announced a new partnership to "make it easy for consumers to take a proactive role in climate change". From the Good and Green website:

"Many Americans want to be part of the solution to the environmental challenges we face but often don't know how or where to begin. Bank of America and Brighter Planet are joining forces to make it easy and affordable for consumers to adopt a greener lifestyle and track how individual actions can make a global difference. This dynamic partnership will make an exciting announcement from the Good and Green Marketing Conference about new products that empower people to create a brighter planet and build a sustainable future. The announcement is part of the Bank of America's 10-year, \$20 billion commitment to develop environmentally sustainable business practices through lending, investing, philanthropy and the creation of new products and services."

[Click here](#) to view the press release on the CNN Money website.

[Click here](#) to visit the Good & Green website.

[Click here](#) to visit the Brighter Planet website.



NativeEnergy Lands Press Hit in the NY Times

NativeEnergy was mentioned in NY Times piece published November 11, 2007 titled "Undoing Your Daily Damage to the Earth, For a Price". Here are a couple of quotes from the article:

"Driven by rising concern over climate change, the consumer market for offsets has been growing significantly since late 2005. The number of offsets sold by online retailers like TerraPass, Carbonfund.org, NativeEnergy, e-BlueHorizons and many others grew more than 42 percent from 2005 to 2006, according to data published by the research firms New Carbon Finance and Ecosystem Marketplace."

"Money spent on offsets goes to projects that will remove greenhouse gases from the atmosphere, avoid their production altogether or destroy them before they are released. Projects include those that focus on renewable energy, like wind and solar; reforestation; methane capture, which takes methane emitted from the waste of cows or landfills and turns it into electricity or destroys it; and the retiring of carbon credits."

To read the complete article, please [click here](#).



EatingWell Featured in USA Today

EatingWell food editor Jessie Price was interviewed for a USA Today article titled "Carve out a Healthful Thanksgiving Meal" which was published on November 19, 2007. When asked about mixing up the Thanksgiving menu, and trading traditional favorites in exchange for more healthful alternatives, Jessie had this to say, "There's certainly an argument that can be made for that, but the truth is, it's not hard to make a healthy Thanksgiving meal that tastes great but has the classic elements that Americans expect. There's no reason why you can't have some of the same traditional dishes, but try new ones, too. If someone has had mom's pumpkin pie for 30 years, go ahead and make it. But everyone usually serves a couple of desserts, so why not try something different, too?"

To read the complete article, please [click here](#).



Enter to Win ISIS & Pearl Izumi Gear!

ISIS and Pearl Izumi have joined forces to offer a chance to win gear from both companies. [Click here](#) to submit your email address and enter the contest.



About FreshTracks Capital

FreshTracks Capital II L.P. (www.freshtrackscap.com) is the second fund raised by FreshTracks Capital and is part of the Village Ventures nationwide network of venture capital funds. Since inception, FreshTracks Capital I raised \$11 million and invested in 14 portfolio companies. *NativeEnergy*, ISIS and NEHP represent FreshTracks II's first three investments for the new portfolio.

FreshTracks focuses its investment in private growth-oriented businesses, primarily companies in close geographic proximity to Vermont. Its founding partners, Cairn Cross and Charlie Kireker, were joined in the third quarter of 2005 by Lee Bouyea and Tim Davis, whose bios can be found [here](#). FreshTracks is an affiliate fund in the Village Ventures national network of funds, which collectively have close to \$500 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

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