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**“Tribute Trees”SM : Hundreds of Environmental Groups Team Up
With Corporate America to Remember Victims and Heroes**
Earth Share plans a “Living Memorial” for Earth Day, 2002

New York, November 19, 2001: Earth Share announced today that it will lead an effort to plant thousands of trees to create a living memorial honoring the victims of the September 11 attacks on America, and as a tribute to those who serve our country at home and abroad. The “Tribute Trees” initiative is planned for Earth Day, April 22, 2002.

“The ‘Tribute Trees’ concept was borne out of a yearning across the environmental community to send a message of life and renewal in the wake of the September events,” said Kalman Stein, President and CEO of Earth Share. “This program allows people to remember those lost with a lasting, living memorial, and in so doing, to honor the earth.”

Earth Share was founded in 1988 by 18 national environmental and conservation charities seeking to coordinate workplace fundraising. Earth Share is an unprecedented collaboration between corporate and government employers, and national, state and local environmental and conservation charities, that allows working people to donate to environmental causes through payroll deduction. Employees at participating workplaces will also be able to contribute a portion of their donation to the “Tribute Trees” program.

Earth Share grew to represent more than 50 national member groups, including such familiar names as The Nature Conservancy, the World Wildlife Fund and National Audubon Society. This fall, Earth Share expanded even further by joining with 15 state affiliates representing more than 450 local organizations in 20 states.

Earth Share will donate enough trees to honor each of the victims of September 11. The trees will be planted in a memorial site designated by American Forests, an Earth Share founding member that has protected trees and forests since 1875. The program will coincide with a national campaign to devote Earth Day to promote the planting of trees around homes and neighborhoods as a way to save energy, clean the air and water, and protect wildlife. The memorial site will be chosen, in part, on the basis of where the trees are most needed for environmental restoration.

“We could never do something like Tribute Trees without the new affiliation agreement,” said Rich Jacobson, President of Earth Share of New York. “Ultimately, we’d love to see forests of goodwill spread around the world. Our expanded network of local, national, and international organizations makes it possible.”

Earth Share now partners with some of the world’s most respected companies to bring their employees the environmental giving option, including Pitney Bowes, The New York Times Company, Sears Roebuck & Co., American Airlines, HBO, and Dell Computer Corporation. The federal government, more than half of the state governments, and city governments throughout the U.S. also host campaigns.

These corporate partners see Earth Share as an important part of corporate citizenship and good business. "We're giving our employees the choice to support environmental causes and an opportunity to remember those that were lost in September," said David Field, President and COO of Entercom Communications Corporation, a host of Earth Share campaigns since 1997. "Tribute Trees is a meaningful addition to our company's response to the September 11th tragedies which has already raised over \$3 million for victim's relief. We believe that employees want choice in their charitable giving, and Earth Share gives them an environmental alternative and a means of doing something positive in response to these events."

"At Dell, our Earth Share campaign is founded on the principal of choice which is consistent with our culture and direct business model," said Michele Dunkerley, vice president of Americas Legal and Government Relations, Dell Computer. "As a global corporation, we are committed to fully integrating environmental stewardship into every aspect of our business. Our partnership with Earth Share provides an opportunity, a system and an answer to our employees who personally want to support saving our natural heritage."

The new Earth Share affiliation agreement was made possible by grants from the Beldon Fund, the David and Lucille Packard Foundation, and The Turner Foundation.

For more information about Earth Share, please contact us at 800.875.3863 or visit www.earthshare.org.

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