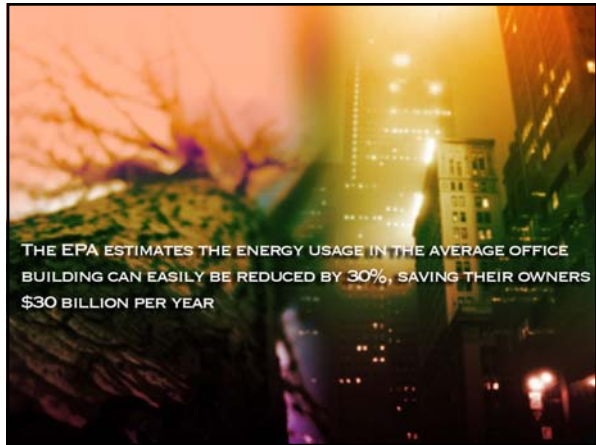


WHY GO GREEN?

USGBC LEED-EB GREEN BUILDING

IN THE UNITED STATES, BUILDINGS ARE RESPONSIBLE FOR:

- 36% OF TOTAL ENERGY USE
- 65% OF ELECTRICITY USE
- 30% OF GREENHOUSE GAS EMISSIONS
- 136 MILLION TONS OF CONSTRUCTION AND DEMOLITION WASTE
- 12% OF POTABLE WATER USE
- 40% OF RAW MATERIALS USED GLOBALLY



THE EPA ESTIMATES THE ENERGY USAGE IN THE AVERAGE OFFICE BUILDING CAN EASILY BE REDUCED BY 30%, SAVING THEIR OWNERS \$30 BILLION PER YEAR

CERTIFICATION HELPS TO:

- IDENTIFY INEFFICIENT AND WASTEFUL PRACTICES
- REDUCE OPERATING COSTS
- IMPROVE EMPLOYEE PRODUCTIVITY
- INCREASE BUILDING VALUE
- OBJECTIVELY VALIDATE SAVINGS
- DEMONSTRATE CORPORATE RESPONSIBILITY

IDENTIFY INEFFICIENT AND WASTEFUL PRACTICES

THROUGH THE CERTIFICATION PROCESS, ENERGY MANAGEMENT, WATER USE, AND OTHER OPERATING PRACTICES ARE SCRUTINIZED. THIS ENABLES FACILITIES AND MAINTENANCE TEAMS TO CAREFULLY REVIEW AND FINE TUNE EACH SYSTEM

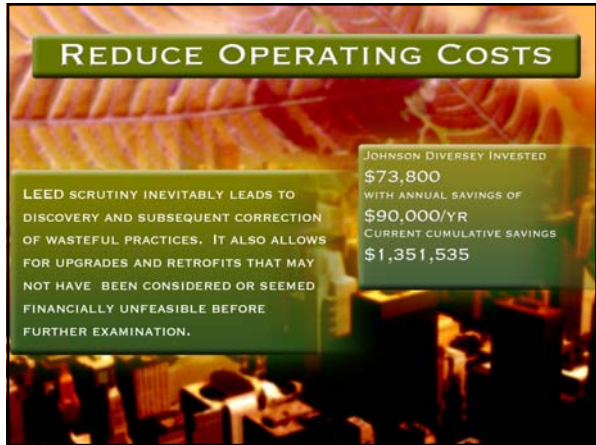
HEWLETT PACKARD ROSEVILLE INCREASED ITS AUTOMATION IN LIGHTING AND HVAC CONTROLS, SHEDDING 1.5 MEGAWATT HOURS DURING PEAK DEMAND, WHICH IS ABOUT 1.5 MILLION DOLLARS PER YEAR IN ENERGY SAVINGS.



REDUCE OPERATING COSTS

LEED SCRUTINY INEVITABLY LEADS TO DISCOVERY AND SUBSEQUENT CORRECTION OF WASTEFUL PRACTICES. IT ALSO ALLOWS FOR UPGRADES AND RETROFITS THAT MAY NOT HAVE BEEN CONSIDERED OR SEEMED FINANCIALLY UNFEASIBLE BEFORE FURTHER EXAMINATION.

JOHNSON DIVERSEY INVESTED \$73,800 WITH ANNUAL SAVINGS OF \$90,000/YR CURRENT CUMULATIVE SAVINGS \$1,351,535



IMPROVE EMPLOYEE PRODUCTIVITY

LEED CERTIFICATION RESULTS IN

- IMPROVED DAYLIGHT
- IMPROVED AIR QUALITY
- REDUCED EYE STRAIN AND MENTAL STRESS

CARNEGIE MELON FOUND INCREASES IN PRODUCTIVITY RANGING FROM 1.8% TO 34% IN GREEN CERTIFIED BUILDINGS

IMPROVMENTS IN WORKING ENVIRONMENT LEAD TO INCREASED PRODUCTIVITY



INCREASE BUILDING VALUE

REDUCED WASTEFUL PRACTICES = REDUCED OPERATING COSTS

INCOME - EXPENSES = NET OPERATING INCOME (NOI)
NOI/CAPITALIZATION RATE = BUILDING VALUE

TYPICALLY BUILDING VALUES INCREASE
BY TEN TIMES THE COST-SAVINGS

OBJECTIVELY VALIDATE SAVINGS

THE UNITED STATES GREEN BUILDING COUNCIL IS COMPRISED OF THE LEADING
AUTHORITIES IN BUILDING OPERATION AND MANAGEMENT

OVER 6000 MEMBERS ARE ON THE COUNCIL. THESE MEN AND WOMEN ARE A WHO'S
WHO OF THE NATIONS:

- DESIGN, ARCHITECTURAL, ENGINEERING AND PROFESSIONAL FIRMS
- BUILDING OWNERS, MANAGERS, USERS AND BROKERS
- UTILITIES COMMISSIONS
- CONTRACTORS AND BUILDERS
- GOVERNMENT AGENCIES
- MATERIAL SUPPLIERS/MANUFACTURERS

THE GOAL OF THE COUNCIL IS TO CERTIFY BUILDINGS THAT ARE ENVIRONMENTALLY
RESPONSIBLE, PROFITABLE, AND HEALTHY PLACES IN WHICH TO LIVE AND WORK.

DEMONSTRATE CORPORATE RESPONSIBILITY

LEED CERTIFICATION IMPROVES STANDING WITH LOCAL GOVERNMENT OFFICIALS
AND REGULATORS AS RESPONSIBLE OWNERS AND MANAGERS OF WELL-RUN
BUILDINGS

LEED CERTIFICATION SERVES AS A BENCHMARK FOR COMPARISON AGAINST SIMILAR
BUILDINGS AND, AS THE MOST WIDELY ACCEPTED AUTHORITY ON ENVIRONMENTAL
CLASSIFICATION, SERVES AS A PUBLIC AFFIRMATION OF A COMPANY'S DUE DILIGENCE

LEED CERTIFICATION IMPROVES MARKETABILITY TO INVESTORS AND EMPLOYEES;
PEOPLE WANT TO INVEST IN AND WORK FOR RESPONSIBLE COMPANIES.



THE USGBC LEED-EB

A PILOT LEED GREEN BUILDING CERTIFICATION PROGRAM WAS INITIATED IN 2002 FOR EXISTING BUILDINGS

76 PROPERTIES REGISTERED FOR THIS PROGRAM; 26 PROPERTIES WERE CERTIFIED

A PERMANENT LEED EXISTING BUILDING CERTIFICATION PROGRAM WAS ESTABLISHED AT THE END OF 2004

TO DATE, 77 PROPERTIES ARE REGISTERED;
AS MANY IN THE FIRST YEAR AS IN THE WHOLE PILOT PROGRAM

IN FIVE TO TEN YEARS A BUILDING WILL NEED TO BE CERTIFIED TO BE CONSIDERED "CLASS A"

TWO IDENTICAL BUILDINGS

ONE IS CERTIFIED CLEANER, HEALTHIER, MORE EFFICIENTLY MANAGED, WITH LOWER OPERATING COSTS

WHICH ONE WOULD YOU INVEST IN?
