



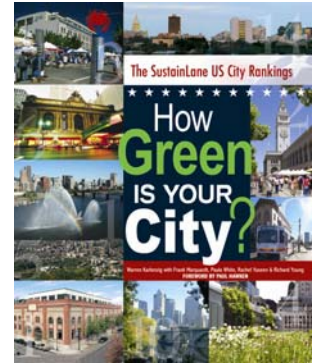
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***Presentation Thursday, May 31, 7:30 at Powell's World of Books
on Portland's #1 Ranking in How Green is Your City?: The
SustainLane US City Rankings***

Which cities are leading in self-sufficiency and preparedness? Which are falling behind?

Portland, OR (May 21, 2007) – How sustainable are America's cities and why is Portland ranked #1 out of the largest 50 US cities? Lead author Warren Karlenzig of *How Green is Your City? The SustainLane US City Rankings* (New Society Publishers; \$22.95) will present at Powell's World of Books (1005 West Burnside) this Thursday, May 31, at 7:30 p.m.

Karlenzig will be introduced by Portland Sustainable Development Commission member and local attorney Kent Snyder.

The book uses as its framework the 2006 US City Sustainability Ranking, a benchmark of the country's 50 largest cities ranked by SustainLane (<http://www.sustainlane.com/>), an internet media and independent research organization.

"Because of global climate change, energy instability and economic competitiveness, cities must become savvier about sustainability or risk facing the consequences," said Karlenzig. "*How Green is Your City?* encourages city planners, economic development and municipal leaders to consider the economic and environmental benefits of sustainability, and offers a report card and examples of how leading cities have achieved these goals."

"Portland has set the standard as a national model with its integrated land use and planning, public transit, green economic development including strong local food and green building, along with a high quality of life," Karlenzig said.

How Green is Your City? provides in-depth analysis of each city's policies, strengths and challenges – as well as information about emerging job and tax base expansion with the growth of clean technologies. A definitive resource for economically sound development strategies that enrich urban quality of life, *How Green is Your City?* is written in easy-to-read prose and features maps, photos and 65 charts. The foreword is by noted author Paul Hawken.

Says Hawken: "*How Green is Your City?* is the first systemic report card measuring city quality of life combined with resource impacts....Urban sustainability is not an option. It represents produce governance and provident management by and for the people. A carbon-constrained world is upon us. While international action is required to prevent global climatic catastrophe, cities must lead the way in creating a post-carbon environment where people can thrive."

Karlenzig is chief strategy officer of SustainLane. He is also the author of *Blueprint for Greening Affordable Housing* (Global Green USA) and has consulted with city, state and the federal government on sustainability policies. Karlenzig has been a strategy consultant for some of the world's largest corporations and was a former editor-in-chief of *Knowledge Management* magazine.

The 2006 SustainLane.com Sustainable Cities Ranking employed fifteen standards to measure each city's performance and ranked them according to the cumulative results. Among those standards were public transit ridership; green building; air and tap water quality; energy and climate change policy; urban planning / land use; affordability; local food / agriculture; and green economy.

Said *The Washington Post*: "Surveys such as SustainLane's go a long way in terms of helping the nation understand what constitutes a better and more sustainable urban environment."

Reviews, tour dates, and more information about the book are available at <http://www.howgreenisyourcity.com/>.

SustainLane is the first Internet and media company empowering people, businesses and government to go green through 3 key offerings: SustainLane Reviews (www.SustainLane.com), the nation's largest, community-powered green product and business directory and reviews site; SustainLane Government (www.SustainLane.us), an online sustainability knowledge exchange for state and local government and home to the SustainLane U.S. City Rankings, a benchmark study on US city sustainability; and "The Unsustainables," an original animated series featuring entertaining characters trying to live green.

For more information about *How Green is Your City?*, to request a review copy of the book or schedule an interview with Warren Karlenzig, please contact Melody Serafino, The Rosen Group, 212.255.8455 or Melody@rosengrouppr.com.

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