

FOR IMMEDIATE RELEASE

Rutherford First in Insurance Industry to Go Carbon Neutral

Roanoke, Va. (August 31, 2006) — Rutherford, one of the nation's top 50 insurance brokers, has announced that the company is committed to reducing its greenhouse gas emissions and is the first in the U.S. insurance industry to establish a carbon neutral footprint in response to the emerging risk of climate change.

According to Thomas Rutherford, Chairman of the Board, "Rutherford is taking the lead in assisting its clients in eliminating and managing business risks that can impact their success. Given the enormity of this global issue, it is incumbent upon us to do our part to implement and assist others in sustainable business practices."

"We're beginning to see the undeniable effects that climate change has on our industry as well as the world in which we live," says Stephen Myers, Vice President and Practice Leader for Rutherford's Environmental Risk Management Practice. "Recent catastrophic events such as Hurricane Katrina coupled with the high price of petroleum make us all aware that we live in a fragile environment. Companies are realizing that in addition to their economic responsibilities, they have environmental and social responsibilities as well. At Rutherford, we see this as a healthy trend and we're proud to lead by example and be the first in our industry to take this important first step" says Myers.

The company utilized its internal environmental expertise along with climate change expert and insurance veteran, Phillip Ludvigsen, PhD, to perform a carbon footprint analysis of the company, mapping energy use in such areas as electricity and natural gas usage as well as emissions from car and air travel by its employees. Once calculated, verified emission reduction credits were purchased and officially retired by Carbonfund.org. Eric Carlson, President of Carbonfund.org, announced that "Rutherford is, to our knowledge, the first insurance entity to fully off-set its carbon footprint and to receive our designation of being Carbon Free™". In addition, Rutherford is joining EPA Climate Leaders, a voluntary program whose members are dedicated to reducing greenhouse gas emissions and reducing energy use. Rutherford will be the first U.S. insurance broker to do so.

Matt LoPiccolo of Rutherford's Environmental Risk Management Practice adds that the process of adopting carbon neutral practices will also help the company as it offers environmental consultative risk advice to clients considering taking this voluntary step. By working with its strategic environmental consulting subsidiary, Faulkner & Flynn, Inc., the company plans to provide a variety of carbon and climate-related risk management and consulting services.

The purchase and retirement of verified emission reductions is fast becoming best business practice by leading financial companies such as HSBC. Although the insurance industry has been reporting on climate change for decades, few insurance entities have yet taken specific actions. Carbon reduction programs are accelerating worldwide as



companies in Europe and Asia meet the regulatory requirements set forth by the Kyoto Protocol. Although such involvement in the U.S. is still voluntary, 29 states have now adopted some regulatory requirements to reduce or track greenhouse gas emissions.

Carbonfund.org reduces the threat of climate change by making it easy and affordable for any individual or business to reduce its carbon footprint and support climate-friendly projects. With its easy-to-use calculator, low offset cost per ton of CO₂, and verified offset projects, Carbonfund.org is proving that anyone can make an impact on climate change easily and efficiently. Carbonfund.org is a 501(c)(3) charitable, nonprofit organization. Carbon Free™ is a registered trademark of Carbonfund.org.

From its founding in 1919 in Roanoke, Va., Rutherford has expanded to become the 44th largest insurance broker in the nation, according to *Business Insurance*, a weekly news magazine for business executives. The company, which designs and implements cost-effective domestic and international insurance programs for clients throughout the world, is a recent recipient of “Agency of the Year” from *Rough Notes Magazine* and has been chosen as the risk management insurer for the events surrounding Jamestown 2007, America’s 400th anniversary.

For additional information contact:

Stephen J. Myers, V.P. Environmental Risk Management Practice, (518)357-4936,
stephen.myers@rutherford.com

For additional information about Rutherford insurance agents, brokers and consultants, see www.rutherford.com.

###