



GreenWizard and TerraChoice Form Business Alliance to Promote EcoLogo-Certified Building Product Standards

TerraChoice Will Load EcoLogo Products Into the GreenWizard Database, Accessing an Elite Community of Green Product Specifiers

Charleston, SC – July 19, 2010 – GreenWizard, Inc. and TerraChoice today announced a new business alliance. GreenWizard is a web-based expert system that allows architects, engineers, and contractors to cross-search, compare, and document products for LEED and green commercial construction. Today, 800+ manufacturers and 200+ AEC firms, representing more than \$300 million in project value, actively access the GreenWizard database.

TerraChoice is a group of companies (TerraVeritas, the EcoLogo Program, and TerraChoice Environmental Marketing) that combines science and business expertise to help genuine environmental leaders build market share and accelerate progress towards sustainability.

Specifically, GreenWizard's new business alliance focuses on the EcoLogo Program. EcoLogo is one of North America's largest and most-respected environmental standards and certification marks. With thousands of EcoLogo-certified products, EcoLogo certifies

environmental leaders covering a large variety of categories, helping buyers find and trust the world's most sustainable products. The EcoLogo Program is an ISO Type I eco-label.

With this alliance, GreenWizard and TerraChoice will co-promote the EcoLogo-certified standards and building products, which TerraChoice will load into the GreenWizard platform, along with the accompanying EcoLogo product designations. By doing so, EcoLogo-certified products will be easily available for architects, engineers, and contractors who are searching for, comparing, and documenting products for green commercial construction.

"GreenWizard reaches a rapidly expanding user base of elite specifiers who are focused on building with the greenest products available," said Scot Case, Terrachoice's Vice President. "With this alliance, we are able to put the full range of EcoLogo certified products right at their fingertips to be used for both research and procurement."

"TerraChoice's EcoLogo-certified products are widely recognized throughout North America for their green attributes, and EcoLogo has gone to great lengths to ensure they are the greenest product alternatives available," said Adam Bernholz, GreenWizard's CEO. "EcoLogo-certified products are a valuable addition to our growing database of definitive green products."

About Terrachoice

TerraChoice combines science and business expertise to help genuine environmental leaders build market share and accelerate progress

towards sustainability. Clients include Fortune 500 consumer packaged goods companies, energy conglomerates, green entrepreneurs, and everything in between. The TerraChoice group of companies consists of TerraVeritas, sustainability validation services; the EcoLogo Program, third-party and multi-attribute certification; and TerraChoice Environmental Marketing, environmental marketing. More info: www.TerraChoice.com.

About GreenWizard

GreenWizard, Inc, is a technology company dedicated to empowering architects, engineers, and contractors to build greener structures for less money in less time. The Company offers the only web-based software platform that allows users to analyze and select green building materials based on a wide array of preferences and inputs, ultimately reducing the time and money spent in the procurement process. The Company employs a Service Oriented Architecture (SOA) software model delivered over the Internet for its process automation tool, communication center, business analytics, and interactive marketplace. The platform allows project participants to efficiently navigate the most comprehensive and up-to-date database of green building products, utilizing the most advanced analytical tools and information available in the market. The Charleston, SC-based company was founded in 2008. More info: www.GreenWizard.com.

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