



EcoMedia®

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CBS & EcoZone® Award “Green Makeovers” to Three Schools across the Country
Green Schools Initiative “makeovers” valued at over \$600,000 in products and services

New York, NY (March 23, 2009) – EcoMedia, a leading environmental media company, and the CBS Corporation have announced three winning schools as part of the CBS and EcoZone® Green Schools Initiative. The contest launched in fall of 2008 in three markets: San Francisco, Miami, and Chicagoland’s Cook County. In total, over \$600,000 worth of products and services will be invested in the three winning schools and their respective school districts. Potential projects could include energy efficient lighting, solar and wind projects, green roofs and other internal and external green upgrades. The three winning schools are Rosa Park Elementary (San Francisco, CA), Miami Northwestern Senior High School (Miami, FL) and Everett M. Dirksen Middle School (Calumet City, IL).

“Congratulations to all the winning schools. We look forward to helping them all become model green schools for their communities,” said Leslie Moonves, President and Chief Executive Officer, CBS Corporation. “We hope this effort will help increase environmental awareness with students across the country, while also challenging them to explore concrete ways to improve our environment.”

Students, teachers and administrators were eligible to enter the Green Schools Initiative by submitting a creative response that expressed what “being green” meant to them, as well as filling out an online application at www.ecozonemedia.com/greenmyschool. Winners were chosen by a committee consisting of members of EcoMedia’s Advisory Board, including U.S. Green Building Council, National Oceanic and Atmospheric Administration (NOAA), EPA/Energy Star, Waterkeeper Alliance, city and school officials, corporate sponsors, and members of the CBS Corporation. According to the committee, the three winning submissions demonstrated the best overall mix of creative responses to the question, “What does it mean to be green?”

“We want to thank everyone who participated in this year’s Green My School Contest,” said Paul Polizzotto, Founder and CEO of EcoMedia. “When you call on the imaginations of children to help solve our biggest problems, it is truly amazing the creativity and passion that transpires.”

Like all EcoMedia programs, the Green Schools Initiative is an example of a public/private partnership that is only made possible by the sponsors who purchase “sustainable media” through the world class advertising assets offered by EcoMedia and its media partners, including CBS (and their local affiliates

WFOR, KPIX and WBBM), Worldwide Pants, and KIWI Magazine. A significant portion of these sponsors' media dollars will help fund the makeovers.

In Cook County, these sponsors include TCP, Interface FLOR, Microsoft, The Plumbing Council of Chicagoland, as well as federal agencies, with potential project partnerships including Illinois Clean Energy, Whirligig, EcoSmart Markers, Waterless Urinals, Green Roof Blocks, American Clay Enterprises and Green Sugar Press. In San Francisco, the grand prize makeover will be funded by Pacific Gas and Electric Company, Microsoft, TCP, O Organics as well as federal agencies. In Miami, these public and private partners include Microsoft, TCP as well as federal agencies.

“Together with our partner CBS, we’ve created a new model for advertising,” said Paul Polizzotto, Founder and CEO of EcoMedia. “By providing funding for environmental projects and technologies through the sale of advertising, our media can be procured and sourced like any other sustainable product. Now, in addition to energy saving light bulbs and recycled paper, the simple everyday purchase of advertising can be part of a corporation’s ongoing sustainability initiatives.

EcoMedia is the proud recipient of the 2009 U.S. Conference of Mayors Award of Excellence for public-private partnership. The Green Schools initiative is another clear example of how EcoMedia’s innovative business model delivers sustainable media. These media buys actually fund energy efficiency and solar projects and technologies that lead to measurable environmental improvements in communities around the nation. Now, the procurement of media by leading corporations can also benefit the communities where their products and services are sold. Truly “Green Media” is media that actually greens.

About EcoMedia

EcoMedia is the world's premier environmental media company, dedicated to innovative marketing and media programs that reach target consumers while generating the resources to help the public tackle critical environmental challenges. Founded in 2002, EcoMedia and its partners CBS, Kimco, and Worldwide Pants, offer clients world-class advertising assets and content that fulfills their marketing objectives while connecting their advertising to concrete environmental initiatives across the country through the EcoZone Program. Up to fifty percent of each sponsor’s media spend goes toward funding measurable efforts by local governments to improve the environment. Examples of EcoZone initiatives have included solar panel installations and lighting retrofits in public buildings, as well as runoff water filtration installations, all funded by sponsor media spends. All projects are approved and overseen by the EcoMedia Advisory Board, made up of environmental leaders such as EPA's Energy Star and the U.S. Green Building Council, in cooperation with mayors and other local officials. The company’s latest program is the CBS & EcoZone Green Schools Initiative. Visit www.ecozonemedia.com for more information about EcoMedia, the EcoZone Program and the CBS & EcoZone Green Schools Initiative.

About CBS Corporation

CBS Corporation is a mass media company with constituent parts that reach back to the beginnings of the broadcast industry, as well as newer businesses that operate on the leading edge of the media industry. The Company, through its many and varied operations, combines broad reach with well-positioned local businesses, all of which provide it with an extensive distribution network by which it serves audiences and advertisers in all 50 states and key international markets. It has operations in virtually every field of media and entertainment, including broadcast television (CBS and The CW – a joint venture between CBS Corporation and Warner Bros. Entertainment), cable television (Showtime and CBS College Sports Network), local television (CBS Television Stations), television production and syndication (CBS Paramount Network Television and CBS Television Distribution), radio (CBS Radio), advertising on out-of-home media (CBS Outdoor), publishing (Simon & Schuster), interactive media (CBS Interactive), music (CBS Records), licensing and merchandising (CBS Consumer Products), video/DVD (CBS Home Entertainment), in-store media (CBS Outernet) and motion pictures (CBS Films). For more information, log on to www.cbscorporation.com.

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