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FOR IMMEDIATE RELEASE:

GREENMARK LAUNCHES NEW, REBRANDED WEB SITE
GreenMark Takes Off with New Purpose, New Logo and New Web Site

MINNEAPOLIS – August 10, 2009 – Today, GreenMark launched a new, rebranded web site and logo. The new site and logo coincide with the consultancy’s move to focusing exclusively in sports sponsorship.

GreenMark president and founder Mark Andrew said, “GreenMark has evolved tremendously in recent months and our brand needed to evolve, too. Our new web site and logo impart what we do—we connect enlightened brands with forward-thinking sports properties to deliver big results, fresh experiences and deep relationships in sustainability through green sponsorship.”

The company has also unveiled a case study for its patent-pending EcoBrand™ Experience—the first environmental protocol in sports marketing.

As the leading environmental marketing and green sponsorship agency in the world of sports, GreenMark transforms environmental assets within sports facilities and team operations into powerful new sponsorship opportunities.

“Clients have repeatedly come to us wanting solutions that integrate our expertise—from strategy to delivery—in environmental, technical, marketing communications and sponsorship services. Focusing solely in sports is the natural, strategic next step for us as we have already formalized relationships with rights holders and sponsor partners who want to pursue the most compelling and relevant form of sponsorship in the 21st century,” Andrew added.

For more information, please visit: www.greenmarksports.com.

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