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***Green Key Global to Exhibit at International Hotel/Motel & Restaurant Show***  
**Green Key Booth will Help Reduce the Show's Carbon Footprint**

**Horsham, PA;** November 2, 2009 – Green Key Global, the exclusive provider of the Green Key Eco-Rating Program (“Green Key”) in the United States, will be exhibiting at the 2009 International Hotel/Motel & Restaurant Show® (IHMRS) in New York City next week. Green Key is the first program of its kind to rank, certify and inspect hotels and resorts based on their commitment to sustainable “green” practices. The show is being held November 8-10 at the Javits Center; Green Key will be exhibiting at Booth #2578.

Those attending the show can visit Green Key at Booth #2578 to:

- **Learn** more about the Green Key program and how participating properties are able to adopt sustainable green operational practices and benefit financially from increased bookings and reduced operating costs.
- **Reduce** their personal environmental footprint; for each visitor to the Green Key booth, Green Key will purchase TerraPass carbon offsets to cover a portion of the emissions from their travel to New York for the show.
- **Save** on Green Key membership; stop by the booth for a special IHMRS discount code for either your group of hotels or individual property.
- **Grow** beautiful wildflowers. Pick up a Green Key business card and enter the information in your PDA; when you return home, plant the card, water and wildflowers will grow!

The Green Key evaluation is a comprehensive 140-question audit that is self-administered by the staff at the participating property. Upon completion, the answers are tabulated and the property is awarded a ranking of 1 to 5 Keys and a corresponding display plaque. The property also receives a comprehensive report that includes recommendations, best practices and potential areas for improvement and savings. Unlike other programs of this nature, Green Key is focused entirely on hotel operations and includes random, on-site verification of audit results, mitigating the risk of score inflation. There are currently more than 1,200 Green Key rated properties in the United States and Canada; all are listed at [www.greenkeyglobal.com](http://www.greenkeyglobal.com).

“The Green Key Eco-Rating Program is the only one of its kind that addresses the specific needs of hotel operators,” said Arthur Hall Adams, a LEED Accredited Professional and CEO of the environmental

architecture and design firm AHAdams & Company. “This program is sound environmentally and fiscally and is an exciting addition to the ‘green’ movement.”

For more information on Green Key or to register your property now, visit [www.greenkeyglobal.com](http://www.greenkeyglobal.com), call +1.888.752.7061, email [info@greenkeyglobal.com](mailto:info@greenkeyglobal.com) or visit Green Key Global at IHMRS 2009 at Booth #2578.

**About TerraPass Inc.:** Launched in 2004, TerraPass Inc. works with developers of greenhouse gas reduction projects to bring to market verified carbon credits. The company is also a leading retailer of carbon offsets and consumer energy efficiency products through [www.terrapass.com](http://www.terrapass.com). Individuals, families and businesses who are balancing out the global warming impact of their flying, driving and home and office energy use have collectively made more than 150,000 purchases of carbon offsets from TerraPass and its partners. Together, TerraPass carbon offsets have funded reductions of over 1 billion pounds of carbon dioxide emissions, the primary cause of climate change. TerraPass works with clean energy and carbon emissions reduction projects throughout the U.S., including wind power, farm power, and landfill gas capture. 100% of TerraPass carbon credits are verified against a broadly accepted standard by independent, third-party verifies. For more information, visit [www.terrapass.com](http://www.terrapass.com).

**About Green Key:** The **Green Key Eco-Rating Program** is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm with funding from the Canadian Government. Designed *specifically for hotel operations*, the **Green Key Eco-Rating Program** is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States **Green Key** is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc.; for more information, visit [www.GreenKeyGlobal.com](http://www.GreenKeyGlobal.com).

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Green Key Global is a joint partnership

