



January 14, 2011

I wanted to provide an update to our constituents about our carbon offsetting program, what we have learned from the program over the last several years, and our plans going forward.

In 2009, we conducted a comprehensive review of all of our scope 1 and scope 2 greenhouse gas emissions. We worked with a very impressive firm called Carbonzero to rigorously measure all of those emissions for the prior year, 2008, and then paid for offsets to take our company to a carbon neutral position. Throughout 2009, we continued to work internally to reduce our emissions by looking at various internal programs including further reductions to packaging, more energy efficient lighting and so on. I also took up a personal project to discuss offsetting with our many customers and to build excitement and support for this program internally as well. In early 2009, I had said that we would take a decision in 2010 as to whether we would continue offsetting or simply continue with internal programs designed to further reduce our green house gas emissions.

After reviewing the results of our offsetting program and extensive discussions with our internal staff and Board of Directors, I have decided at this time not to continue with our offsetting program, but rather to put all of our energies behind directly reducing carbon emissions from our business.

For now, we are therefore going to re-vector our efforts away from offsetting and back toward trying to directly increase our own efficiency and directly reduce our greenhouse gas emissions. In no way does this reduce our commitment to being responsible environmental citizens, in fact I feel that should have the opposite effect of actually getting our management team and staff more focused on taking direct action inside our organization.

We are currently exploring other options to reduce our greenhouse emissions internally, one such example that we are exploring is subsidizing reusable enviobags for all customers.

I just wanted to provide this brief update on our program, I intend to provide future updates on our site about our progress in this area. Please stay tuned for future updates.

Sincerely,

John Kelleher, President and CEO