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Greenbuild 2007 - Ecotone Unveils *Who's Green* Directory Pre-eminent Resource of Firms in the Green Building Industry

Clearinghouse of Information for the Best Talent and Resources in the Sustainable Design and Construction Field

Chicago, IL; November 6, 2007—Ecotone Publishing LLC today announced *Who's Green 2008*, the third annual edition of its resource book for locating firms, organizations and institutions that are actively participating in the growth of the green building industry. The first of its kind in the industry, the directory serves as a clearinghouse of contact information for the best talent and knowledge in the sustainable design and construction field in North America.

"As the green building industry continues to experience tremendous growth, locating genuinely qualified green building professionals is becoming all the more challenging. It is becoming increasingly more difficult to determine who is capable of delivering high performance design and who, however well-intentioned, is novice when it comes to sustainable design. Who's Green is a unique publication that addresses this challenge by attempting to pre-screen those with experience," said Jason F. McLennan, founder and CEO of Ecotone.

Michael Berrisford, Publication Chief of *Who's Green* and Chief Operations Officer of Ecotone stated, *"Who's Green has been met with a remarkable response from practitioners and layman alike, primarily because it takes those individuals who are interested in identifying industry leaders, passed the veneer of slick websites and clever marketing to a qualified directory of green professionals."*

Listings in *Who's Green* consist of profiles and contact information for the principal firms and organizations involved in the North American green building industry. The categories represented in *Who's Green 2008* will be Architecture Firms, MEP Engineering Firms, Green Consulting Firms, Green Building Organizations and Non-Profits, Schools of Architecture with a green focus, Interior Design Firms, Builders with Green expertise, Landscape Architectural Firms and Civil Engineering Firms, Green Building Support Services (Law Firms, Financial Institutions, PR Firms), and Developers of Green Properties. The 2008 directory will also include feature articles on innovative green projects, "The Living Building Challenge", materials selection, plus an interview with USGBC President, Rick Fedrizzi, and editorial contributions from influential industry leaders.

Availability

Who's Green is available at industry trade conferences, e-commerce sites, design bookstores throughout North America and directly from Ecotone Publishing. For more information, please visit www.ecotonedesign.com or call 250-274-4444.

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About Ecotone

Founded and operated by green building experts, Ecotone Publishing, LLC is the first book publisher to focus solely on green architecture and design. Headquartered on Bainbridge Is., WA, the company is dedicated to meeting the growing demand for authoritative and accessible books on sustainable design, materials selection and building techniques. Ecotone institutes a variety of green strategies, including the printing of its books on recycled content paper, the use of recyclable packaging and supporting employees telecommuting from home offices. Ecotone LLC proudly donates a minimum of ten percent of its profits to environmental and social organizations. An industry leader, Ecotone is the first American publishing company to fully adopt carbon neutrality to its triple bottom line, in order to offset its own contributions to climate change.

For more information on Ecotone Publishing, please visit the website at www.ecotonedesign.com or call 250.274.4444