

Press Contact:
Michael Berrisford
Ecotone Publishing LLC
250.274.4444
mikeeco@telus.net

Ecotone Publishing Expands Pre-eminent Directory of Who's Who in Green Building

***Definitive Source of Information for the Best Talent and Resources
in the Sustainable Design and Construction Field***

KANSAS CITY, Mo., February 2, 2006—Ecotone Publishing LLC today announced the commencement of *Who's Green® 2007*, the second annual edition of its pre-eminent resource book for locating firms, organizations and institutions that are actively participating in the growth of the green building industry. Ecotone is now accepting listing applications for its *Who's Green® 2007* edition of the definitive clearinghouse of contact information for the best talent and knowledge in the sustainable design and construction field in North America.

"Although the green building industry has seen tremendous growth in the past few years, locating truly qualified green building professionals can be challenging. *Who's Green®* has been met with such a remarkable response from industry practitioners and layman alike that it became immediately apparent to Ecotone staff that the directory could have further value as a resource if we expanded its scope" said Jason F. McLennan, founder and CEO of Ecotone. In addition to the original categories of Architecture Firms, MEP Engineering Firms, Green Consulting Firms, Green Building Organizations and Non-Profits, and Schools of Architecture with a green focus represented in the first edition, Ecotone has broadened its green building directory to include 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.

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. Firms and organizations wishing to be listed in the directory must submit an application outlining their green building experience and expertise. Qualified applicants receive a complimentary listing in *Who's Green®*.

The 2007 directory will also include a feature article on the "Green Project of the Year", an interview with a prominent green building industry leader, details on Ecotone's "*Living Building Challenge*", and an Application Guide for *Who's Green® 2008*.

Who's Green® is available through retail outlets, online bookstores, industry trade conferences, and directly from Ecotone Publishing. For more information, go to www.ecotonedesign.com or call 250-274-4444.

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 in Kansas City, Mo., 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 all of all 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 10 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 global warming.

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