



[Building the Future of B-to-B media properties]

PRESS RELEASE - IMMEDIATE RELEASE

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EBITDA Media Acquires Stake in Sustainable Life Media (SLM)

EBITDA Media LLC announced today its investment in Sustainable Life Media (SLM), an eco- business-to-business online community, e-newsletter, research and event company located in Burlingame, CA. EBITDA Media, founded in 2006 by William F. Cobert, former President and CEO of Canon Communications, is a financial and strategic equity investor in B-to-B media properties. EBITDA Media invests in platform companies with integrated media capabilities in key niche markets.

This latest investment helps build upon EBITDA Media's existing initiatives in the sustainability market. EBITDA owns and operates Green Media Enterprises, a strategic platform company for the green marketplace and the producers of Green West and Green East expos and conferences.

Cobert stated, "In Sustainable Life Media we have found a team who is genuinely committed to helping grow the emerging green business marketplace, and is already building a terrific track record of success on that front through their well-regarded newsletters and events, such as their Eco-Advantage Salons Conference and their Sustainable Brands Conference. Equally important, they've demonstrated they understand how to build a stable, profitable business at the same time."

The investment from EBITDA Media into SLM demonstrates momentum for the four-year-old firm in the nascent and exploding sustainability/green market, an area EBITDA Media feels strongly about. Adds Cobert: "SLM has been at the forefront of media companies focused on the eco-movement. Through their various outlets they have helped businesses to develop new and innovative initiatives around sustainability."

KoAnn Vikoren Skrzyniarz, SLM Founder, President and CEO commented, "We are so pleased to have connected with Bill (Cobert) and EBITDA Media. We have worked hard for a couple of years now to find the right financial partners who share both an understanding of the business we are trying to build, and who also see the market opportunity we do. Bill's tremendous track record for growing successful

B-to-B media franchises and his demonstrated commitment to the emerging green business arena make him the perfect partner to lead our round and add to our board. We also look forward to forging strong connections with Green Media Enterprises, our sister EBITDA Media company, and to working together as a team to build a growing and profitable franchise in this market over the coming years. “

About EBITDA Media

[EBITDA Media LLC](#) is a private investment company focusing on building platform B-to-B media properties, including trade events, conferences and educational forums, magazines and publications, and digital media. EBITDA Media most recently acquired Green Media Enterprises, producers of the Green West and Green East trade events, the only all-inclusive tradeshows for the green marketplace.

About Green Media Enterprises

[Green Media Enterprises](#), an integrated media company dedicated to the green marketplace. Uniquely qualified to produce large-scale and comprehensive tradeshows and conferences, Green Media’s senior management team holds over 50 years combined experience in the tradeshow industry.

About Sustainable Life Media

Founded in 2004, [Sustainable Life Media](#) (SLM) is home for business professionals looking to build new value and competitive advantage by innovating more sustainable strategies, practices and products. SLM brings business professionals top news stories related to the what, who and how of environmental and social innovation, and helps them to connect with thought leaders, peers, partners and solutions providers that can help them quickly reach their goals.

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