

For Immediate Release

Balanced Footprint Names Brad Kellam as Vice President of Sales and Opens Houston Office

Los Angeles CA, October 13, 2009 Balanced Footprint, a Green-e certified carbon offset marketing company is proud to announce Brad Kellam as its new Vice President Sales. Mr. Kellam will help Balanced Footprint expand its Green Business Program and Channel Partnership Program in markets across the U.S. The company has opened a Houston sales office to facilitate expansion of the sales force under Mr. Kellams direction.

Mr. Kellam has a commendable 21 year record of managing high growth sales and business development teams focused on business to business markets in energy and financial services. In its opening week of operation, Mr. Kellam has already hired 10 sales representatives in the new Houston offices.

According to Balanced Footprint CEO Peter Weigand, "Finding and retaining someone with Brad's skills and history of success was a crucial step in our growth plans. This is great news for our company."

About Balanced Footprint

Balanced Footprint is a Green-e certified carbon offset marketing company focused on consumer and business markets. The Company finances renewable energy and carbon reduction projects in the U.S. with a goal to create domestic jobs, reduce dependence on foreign energy and make a positive impact on climate change. The company is privately held with offices in Los Angeles, Boston and Houston.

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