



JOINT PRESS RELEASE

Green Alpha Advisors Acquires ASSET4's ESG Information Solution to Enhance its Investment Process

Boulder, Colorado, USA - Zug, Switzerland, August 19, 2008 – Green Alpha Advisors, LLC, a Boulder, Colorado based SEC registered investment advisor (RIA) that specializes in environmentally sound investment strategies and ASSET4 AG, the leading provider of objective and measurable environmental, social and corporate governance (ESG) information, today jointly announced that Green Alpha Advisors has acquired a subscription for the ASSET4 ESG information solution. Green Alpha Advisors plans to use the ASSET4 information to enhance its investment process that assesses each company on the basis of financial, business and environmental vectors of performance.

“With the *assetmasterProfessional™* system and its Excel Add-In functionality, we will be able to incorporate ASSET4's objective and transparent database of corporate ESG performance directly into our fundamental research,” said Green Alpha Advisors Co-Founder and CIO, Maria N. Potapov, CFA. “Our investment process integrates bottom-up fundamental research with robust quantitative methodologies to provide a series of passive (indices) and active (customized portfolios) investment vehicles exclusively constructed from securities of issuers with eco-efficient business models. ASSET4's database that includes over 2,300 companies and over 250 key performance indicators, as well as access to the data sources is an enormous resource that will enhance our research process.”

“Green Alpha Advisors is one of the growing number of investment firms to recognize that the transition to an eco-efficient economy provides an opportunity for investors to achieve more return per unit of risk than alternative capital allocations,” said Ted Yarnell, ASSET4 VP of the Americas. “Up until now Green Alpha Advisors has been doing their own research to identify and monitor eco-efficient businesses that are transforming factors such as energy security, technological innovations, globalization and climate change into strong growth drivers. By integrating the ASSET4 information into their proprietary valuation methods, risk management techniques and optimization algorithms, Green Alpha Advisors will be able to rely on the depth and breadth of our information to enhance their on-going investment research capabilities and make them more efficient.”



Green Alpha Advisors, LLC

Green Alpha Advisors, LLC is a Boulder, Colorado based SEC registered investment advisor (RIA) that specializes in disciplined and objective fee-only money management services. They work with institutions and qualified individual investors who seek capital appreciation from passive and active allocations into environmentally sound investment strategies. Their investment thesis is that significant shareholder value can be earned in the critical and necessary process of making the global economy environmentally sustainable. The transition to an eco-efficient economic equilibrium provides more return opportunity per unit of risk than alternative capital allocations. Astute investors early to recognize and actualize this potential stand to be the greatest long-term beneficiaries. For more information, please visit www.greenalphaadvisors.com.

ASSET4 AG

ASSET4 provides professional investors a new generation of investment research information and corporate executives ESG management and benchmarking capabilities. The ASSET4 information and tools enable clients to improve investment performance, reduce risk, develop innovative products, drive down research costs and monitor the ESG aspects of their companies and portfolios. ASSET4 has 240 employees and is headquartered in Zug, Switzerland with locations in London, New York, Paris, Frankfurt, Mauritius and India. It is a proud signatory of the UN's Principles for Responsible Investment. For more information, please visit www.asset4.com.

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