



Wildlife Works Launches New Facebook Store to Market Carbon Offsets and Casual Apparel

Purchases Protect Threatened Forests, Save Endangered Wildlife, and Help Impoverished Communities

San Francisco, California; July 19, 2011, Wildlife Works announced today the launch of a new retail model that uses the power of Facebook to enable consumers to offset their travel, home and personal lifestyle events that contribute to global warming. The [Wildlife Works](#) Facebook store-front allows consumers to easily offset their carbon footprints as well as purchase carbon neutral apparel without leaving the 750 million-strong social network.

The carbon offsets are generated from Wildlife Works' ground-breaking REDD (Reducing Emissions from Deforestation and Degradation) initiative in Africa that protects over 500,000 acres of Kenyan forest. Wildlife Works implemented the REDD project in an area of highly threatened wilderness known as the Kasigau Corridor on behalf of more than 4,000 local landowners from 13 Community Group Ranches who are the owners of the Carbon Credits.

The [Wildlife Works](#) Facebook store-front is the only destination on Facebook currently available for consumers to purchase carbon credits that protect threatened forests, endangered wildlife and help uplift impoverished communities at the same time.

Wildlife Works partnered with Milyoni, provider of the leading Facebook-integrated commerce solution, to develop the platform for both its Facebook store-front and corporate website www.wildlifeworks.com

The carbon calculator component was developed by Piqqa, a UK based company that services the growing voluntary carbon market.

Typically sold in tonnes to institutions in large volumes, REDD carbon credits help companies partially offset their emissions by funding the prevention of deforestation and forest degradation under the United Nations envisioned REDD program. Wildlife Works now extends these same carbon credits to consumers who want to minimize their own carbon footprint.

Carbon credits priced at \$20.00 per tonne will sell in micro units making it easier for personal offsetting. In addition, users can shop on Wildlife Works' Facebook page for stylish carbon neutral apparel items such as T-shirts, hoodies and accessories priced from \$39.00-\$75.00, that are made at the company's Eco Factory in Kenya, which employs 38 women and men from the local community where Wildlife Works has established its pioneering REDD project.

“This is a great opportunity for consumers to take direct action against climate change and

towards wildlife protection through what we call ‘Consumer-Powered Conservation.’ Offering our products within Facebook will exponentially expand our market, and more sales means more rural African job creation – the essence of Wildlife Works’ conservation strategy,” said Mike Korchinsky, Founder and CEO of Wildlife Works.

About Wildlife Works

Wildlife Works is the world's leading REDD (Reducing Emissions from Deforestation and Degradation) project development and management company with a unique approach to applying innovative market based solutions to the conservation of biodiversity.

The company established a successful model that uses the emerging marketplace for REDD Carbon Offsets as a sustainable and scalable funding mechanism for biodiverse forest protection and to help local landowners in the developing world monetize their forest and biodiversity assets whether they are governments, communities, ownership groups or private individuals.

Wildlife Works flagship “Kasigau Corridor REDD project” protects over 500,000 acres of forest and brings the benefits of direct carbon financing to Kenyan communities while also securing the entire wildlife migration corridor between Tsavo East and Tsavo West National Parks.

Earlier this year, Wildlife Works delivered the world’s first REDD carbon credits that were validated and verified under the Verified Carbon Standard (VCS) and the Climate, Community & Biodiversity Alliance (CCB) standards.

Wildlife Works is actively developing a portfolio of additional REDD projects in Africa with an aim to; protect 5 Million hectares of native forest that will mitigate 25 million tons of CO2 emissions annually and create thousands of sustainable jobs for rural Africans.

For more information, visit <http://www.wildlifeworks.com>