

Greenopolis and the Environmental Media Association Partner to Launch Grant Project

Waste Management donates \$100,000 to support sustainability and education programs

LOS ANGELES, November 13, 2008 –Greenopolis and the Environmental Media Association (EMA) jointly announced the launch of the Greenopolis Foundation at the 18th annual EMA Awards ceremony. The Greenopolis Foundation, in partnership with the EMA, will offer \$100,000 total for grants in amounts ranging from \$500-1,000 to assist educators, students and community leaders with funding for projects that focus on environmental and social sustainability.

Greenopolis, an environmentally focused social networking web site, serves as a platform for consumers, communities, organizations, schools and businesses to share ideas and learn about making incremental changes that benefit the environment. The site's tagline – "Learn. Act. Reward. Together." – reflects this educational and collaborative spirit. Prominent blogs such as *The Huffington Post*, *Good Clean Tech* and *Green Daily* have covered Greenopolis, and the site was recently included in *Mashable's* "100+ Sites for Green Living" list.

To celebrate the launch of the Greenopolis Foundation, Waste Management, which sponsored the creation of the site, donated \$100,000 to fund the initial set of grants. "As the nation's leading recycler, we've been given a great opportunity to help people think green. We believe that Greenopolis and the new Greenopolis Foundation grants will allow others to teach and inspire their communities to do the same," said Lynn Brown, vice president of communications for Waste Management.

The Greenopolis Foundation will award grants on a rolling basis and any school or community group in need of funding for a project that promotes sustainability is eligible to receive a grant. The Foundation plans to support projects that focus on green energy and conservation, community education, reuse and recycling, waste reduction, climate change, sustainable agriculture, environmental health, and habitat protection. The Foundation will fund as many grants each year as its resources allow, with other Greenopolis partners providing funding for future grants.

"We're proud to be partnering with the Greenopolis Foundation to award these grants for innovative sustainability projects," said Debbie Levin, president of the EMA. "Through our work with eco-conscious celebrities, writers, directors, producers and others in Hollywood, we've been able to put people on the path to a healthier planet. This grant program furthers our mission and allows us to help those groups and individuals who have a desire to help our environment."

For more information about the Greenopolis Foundation and the grant program, visit

<http://greenopolis.com/egreenu/greenopolis-foundation>

####

About Greenopolis: Founded in 2008 as an environmentally-focused social networking site that brings together citizens, leading corporations, and environmental experts, Greenopolis was created to engage users on green issues so that they might learn, explore and participate in an open dialogue about the present and future of our environment. To learn more visit <http://greenopolis.com>

About Environmental Media Association: EMA mobilizes the entertainment industry in educating people about environmental issues, which in turn, inspires them to take action. A pioneer in linking the power of celebrity to environmental awareness, it was EMA who invented the 'green carpet,' launching the concept of taking a hybrid

or alternative fuel vehicle - not a limo - to high profile awards events and bringing the concept of alternative automotive technology to millions of previously unaware households.

About Waste Management: Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. Our customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more visit www.wm.com.