



## NEWS RELEASE

FOR IMMEDIATE RELEASE:  
December 3, 2009

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### PLANET GREEN ANNOUNCES DAILY ONLINE VIDEO NEWS SHOW

*-- First of its kind, Planet 100 presents daily environmental news in video format--*

Los Angeles, CA – Dec. 3, 2009 – PlanetGreen.com announces the launch of the online daily news show, **Planet 100**, the top environmental news stories of the day in 100 seconds or less. Host & Producer Sarah Backhouse begins each show with a teaser of the top 3 headlines and, with the clock ticking, she has 100 seconds to recap the day's news. The show ends with a web link where viewers can learn more about the featured content.

Every day there are hundreds of breaking news stories about the environment, climate politics, cutting edge technology and eco-pop culture – stories which reflect a world undergoing dramatic change as it speeds forward on the road toward sustainability. Though there are many high quality publications reporting environmental news, until now online users have not been able to access daily “green news” via online video. Planet 100 aims to do just that, offering a way to stay current on the most important news stories of the day.

A special Friday edition called **Planet 100: Recycled** presents the week's top stories taken from earlier shows and will be available for syndication across the web via a video embed code. All episodes will be compiled in a playlist and archived.

“While more than 40% of the U.S. adult population believes that the environment is a top priority (Pew, 2009 LINK: <http://people-press.org/report/485/economy-top-policy-priority>),” says Karl Burkart, show Creator & Executive Producer of K2B Productions, “relatively few of those 73 million (estimated, online) Americans are able to take the time to read up on issues like climate policy, water quality, and clean technology. We want to change that.”

“PLANET 100 provides an easy way for people to stay connected to environmental issues,” says Andrew Cary, Director of Business Development at PlanetGreen.com and TreeHugger.com. “It’s entertaining, informative and unafraid to go beyond our sites to bring in voices across the green blogosphere.”

The show is produced for PlanetGreen.com but features occasional appearances by “correspondents” from other major green publications -- including Huffington Post Green (Katherine Goldstein’s “Web Vine”).

### ABOUT PLANETGREEN.COM

PlanetGreen.com exists to help a broad and diverse audience understand and embrace sustainability in their everyday lives. Our mission is to make big green ideas accessible and

digestible, and to give people the means and ability to take action when it comes to their own health and well-being, as well as that of the environment. We aim to empower and inspire people to be healthier and happier via entertaining, useful, and accessible content, whether they are taking their first green steps or are already diehard environmentalists. We provide, service-y, DIY, and how-to content that is positive, pragmatic, optimistic, intelligent, and, most of all, entertaining and approachable.

#### **ABOUT K2B PRODUCTIONS**

K2B is a new media company that develops and produces cross-platform content for web, mobile, TV and social networks with a special focus on environmental and social causes. Karl Burkart is CEO and Executive Producer.

#### **ABOUT SARAH BACKHOUSE**

An experienced TV host, writer and producer, Sarah has lived in Sydney, Tokyo, and London and worked for diverse array of broadcasters including: BBC, PBS, CBNC, Fine Living and Discovery. Sarah is member of the Entertainment and Media Committee of the UN-affiliated International Renewable Energy Organization (IREO).