



Green Living and Environmental Media Association Announce New Partnership and Inaugural Award

Colin & Livia Firth and Nicola Giuggioli honoured for outstanding green business leadership

Toronto, ON, April 14, 2010 - Green Living Enterprises (Green Living) and Los Angeles-based Environmental Media Association (EMA) are proud to announce a new partnership that supports the mission of the international entertainment industry to raise environmental issues and inspire green living.

To launch this new partnership, an inaugural award, the Green Living/EMA International Entertainment Award, has been established. This award recognizes and honours a celebrity who is promoting a green economy in the most creative and influential ways – with innovative eco business solutions.

This year's winners — Oscar-nominated and BAFTA Award-winning actor, Colin Firth, and CEO of Eco Age, Nicola Giuggioli — will be present and recognized at the award presentation, "Entertainers for a Green Economy", on Saturday, April 24th at 5:00 p.m., at The Green Living Show, Direct Energy Centre, Exhibition Place, Toronto. Actress Amy Smart, Chairperson of EMA's Young Hollywood Board, will present this award. Tracy Moore, host of Canada's longest running lifestyle show Citytv's CityLine, will Emcee the presentation.

Colin, Livia Firth - Creative Director of Eco Age, and Nicola Giuggioli are being recognized for their unique retail concept, Eco Age, founded in 2007. Britain's first "ecological destination store" offers contemporary, artisan-made, ethical, Fairtrade goods, and the services of environmental experts to help homeowners and business leaders make their spaces more energy efficient. Eco Age is leading the charge in bringing eco, ethical and sustainable design led products to the mainstream in our global economy through both consulting and retail.

Eco Age products and many other unique green goods, which are Green Living approved, will be available exclusively with e-commerce partner Wellness2Day (W2D). W2D will be donating a portion of its online sales revenues to various not-for-profit environmental organizations, including EMA.

"We are extremely proud to partner with EMA, an organization that shares our values, to acknowledge individuals and organizations that are making a positive contribution to changing consumer buying behaviour for greener, more sustainable living." said Laurie Simmonds, President and CEO, Green Living.

"Since 1991, the EMA Awards has been the only program solely devoted to celebrating the entertainment industry's environmental efforts. EMA was a pioneer in linking the power of celebrity to environmental awareness and inventing the 'green carpet'," added Debbie Levin, President, EMA.

"Our award recipients have expressed their concern for the environment in numerous ways, using the medium of entertainment and helped increase public awareness of environmental issues, inspiring millions to take action. We congratulate and applaud, Colin and Livia Firth, and Nicola Giuggioli, for being role models in entrepreneurship and making a contribution to transforming the global marketplace through their green business leadership," concluded Ms. Levin.

-2-

The partnership between Green Living and EMA is the beginning of a global expansion of EMA's recognition of the important work that the entertainment community can do to further the message of environmental responsibility and change. Green Living and EMA will continue to work together to support the work of EMA with the film and television personalities, production, and musicians in the International Entertainment community to extend EMA's reach and mission.

Green Living Enterprises:

Green Living Enterprises is a pioneer and leader in developing social and environmental marketing programs that keep consumers and clients at the forefront of the green agenda. Green Living Enterprises, an authentically green company, also includes Greenlivingonline.com and The Green Living Show, which takes place from April 23rd to April 25th at the Direct Energy Centre, Exhibition Place, Toronto.

The Green Living Show's mandate is to provide consumers with relevant information about companies and organizations making a positive impact on the world. To uphold this mandate, all exhibitors and products are green-screened to determine environmental merit and ensure acceptable environmental standards are met. For more information on the Green Living accreditation process, visit http://www.greenlivingonline.com/torontoshow/show_initiatives.html

EMA:

EMA mobilizes the entertainment industry in a global effort to educate people about environmental issues and inspire them into action. Linking the power of celebrity to environmental awareness, EMA believes that through television, film and music, the entertainment community can affect change in a positive way. EMA's work is widespread, from subtle messaging on the screen to promoting sustainable lifestyle choices through celebrity role modeling and educating influential people on the power of "green." Through it all, EMA's goal is inspiring the path to a healthier planet. A nonprofit 501(c)(3), EMA was founded in 1989 by Cindy and Alan Horn and Lyn and Norman Lear. www.ema-online.org

Wellness2Day:

Wellness2Day (W2D) is a new, online private sale community, where best-in-class eco products can be obtained at sample sale prices. The finest green fashions, beauty products, home décor and edible fare are available at up to 35% off retail, exclusively for members. W2D donates a portion of its online sales revenues to various not-for-profit environmental organizations.

Eco Age:

Eco Age is an exciting new retail concept and the first of its kind – a store, showroom, consultancy and green hub that offers inspiration, ideas and specific domestic solutions for all those who want to lead a greener and more energy efficient life. (www.eco-age.com)

-30-

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