

March 12, 2009 News Advisory ...

EPA ADMINISTRATOR JACKSON TO SPEAK AT CORPORATE THOUGHT LEADERSHIP
EVENT IN D.C. ON KEY CLIMATE/CLEAN ENERGY POLICY GOALS FOR 2009

Three New Members of Business Coalition for Innovative Climate and Energy
Policy (BICEP) to be Named; Nike, Starbucks Coffee Company, Sun,
Timberland and Levi Strauss to Participate in Agenda-Setting Discussion

WASHINGTON, D.C.//News Advisory//What do America's leading consumer-brand
companies want Congress and the Obama Administration to do on climate and
clean energy policy? Starbucks Coffee Company, Nike, Sun Microsystems and
other big-name companies will address that question at a Ceres
thought-leader briefing breakfast at 7:30-9:30 AM ET on Thursday, March
12, 2009 at the Willard Hotel in Washington D.C.

Environmental Protection Agency (EPA) Administrator Lisa Jackson will open
the event with remarks at 8 a.m. At the briefing, Ceres will announce the
three newest corporate members of BICEP.

Ceres President Mindy Lubber will moderate the panel discussion featuring:

- * Michel Harrison, co-president, Timberland;
- * Sarah Severn, director of horizons, corporate responsibility, Nike;
- * Dave Douglas, senior vice president of cloud computing and chief
sustainability officer, Sun Microsystems;
- * Jim Hanna, director of environmental impact, Starbucks Coffee Company;
and
- * Hilary Krane, senior vice president of corporate affairs, Levi Strauss.

On November 19, 2008, five leading U.S. corporations joined with Ceres to
launch a new business coalition calling for strong U.S. climate and energy
legislation in 2009 to spur the clean energy economy and reduce global
warming pollution. The group's key principles include stimulating
renewable energy, promoting energy efficiency and green jobs, requiring
100 percent auction of carbon allowances, and limiting new coal-fired
power plants to those that capture and store carbon emissions. The
founding members of Business for Innovative Climate and Energy Policy are
Levi Strauss & Co., Nike, Starbucks Coffee Company, Sun Microsystems and
The Timberland Company.

D.C. NEWS EVENT DETAILS: 7:30-9:30 a.m. ET, March 12, 2009, Willard

InterContinental Hotel, Crystal Ballroom, located at 1401 Pennsylvania Ave, NW, Washington, D.C. Breakfast will start at 7:30 a.m. and the formal program will begin at 8 a.m. and run until 9:30 a.m. ET.

FOR JOURNALISTS OUTSIDE OF WASHINGTON, D.C.: You can listen in on this news event via a live, one-way phone feed starting at 8 a.m. ET on March 12, 2009 by dialing 1 (800) 860-2442. Ask for the "BICEP thought leader" media briefing.