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GELTZ COMMUNICATIONS, INC. CELEBRATES ITS 18TH ANNIVERSARY WITH GREEN INITIATIVES

Geltz Communications, Inc. Gives Back to its Clients and the Environment

PASADENA, CA – APRIL 24, 2008 – Geltz Communications, Inc. (Geltz), a full-service communication and marketing consulting firm specializing in the practice of energy and water efficiency, celebrates its 18th anniversary with a variety of green initiatives.

Geltz utilizes The Conservation Fund's "Go Zero" Program to offset carbon emissions generated through its energy and water efficiency and demand response programs. For example, Geltz offsets all mileage and flights for an energy program in Las Vegas that includes nearly 10 field representatives going door-to-door to small businesses. Additionally, Geltz offsets an energy efficiency program in San Diego that includes field representatives launching a grassroots marketing initiative.

"Our clients benefit from our expertise within the energy industry because we truly are one of the only marketing and communication agencies dedicated to serving this growing market," said Christine Geltz, president of Geltz Communications, Inc. "To demonstrate our leadership in this market, we've gone the extra mile to ensure that all our programs are environmentally friendly."

At no cost to its clients, Geltz calculated how much energy was consumed throughout the duration of its programs and donated funds to The Conservation Fund, who in turn will plant trees in national wildlife refuges. Over time, these trees will sequester enough carbon dioxide to offset the carbon emissions of Geltz programs.

"We see a number of businesses offsetting their company's carbon emissions, a new trend in our industry, but very few, if any, agencies are going one step further to offer their clients the added benefit of running programs that really are 'green,'" added Geltz.

Geltz not only talks the talk. They walk the walk and ride the ride! The Geltz team emphasizes using alternative modes of transportation to get to and from work. Check out more information on each employee's effort at <http://www.geltzcomm.com/feature>.

Geltz Communications, Inc. is a full-service communication and marketing consulting firm specializing in the practice of energy and water efficiency. The company's expertise lies in communicating complex technical concepts by means of simple, engaging strategies and tools. Geltz provides innovative marketing, media, and customer outreach services for energy efficiency and demand response programs targeted toward a variety of customer market segments. The company is particularly adept in working nationwide with investor-owned utilities, municipalities and governmental agencies to provide outreach programs to hard-to-reach markets in accelerated time frames through community-level diffusion channels. www.geltzcomm.com.