



Certified



Corporation™

**PRESS RELEASE
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Ethical Business Pioneer Alter Eco Announces B Corp Certification

Alter Eco Emphasizes their Continued Commitment to Accountability, Authenticity and Ethical Business with New B Corporation Certification

(San Francisco, CA) – March 30, 2009 – In tough economic times where bad news has become the news, Alter Eco sets an example for successful, ethical entrepreneurship and provides hope for better days ahead. With an already remarkable commitment to fair trade, environmental stewardship, and global collective progress, Alter Eco joins a new class of organizations who have separated themselves from the ‘old economics’ of business into B class corporations – *Beneficial* to all stakeholders from investors, to consumers, producers, animals, and the planet.

With a full line of Fair Trade Certified™, Organic, and Carbon Neutral foods including chocolate, quinoa, rice, sugar, coffee, hearts of palm, and olive oil, Alter Eco is proud to add the B Corp Certification to their extensive platform of eminent certifications including Fair Trade, Organic, Carbon Zero, Green Business, and more. Redefining private, profitable business, a B certification is achieved through impact assessment and reduction, as well as legal amendments to corporate governing documents to include and protect stakeholder interests. Motivated by the desire to build a collective voice for change and to indicate a further commitment to business practices that respect the planet and its people, Alter Eco joins B Corp as an advocate for triple bottom line business.

“As a newly certified B Corporation, we are proud to be a driving force for change. The old way of doing business has proven in recent months to be unsustainable and only beneficial for a select few. Our business proves that companies can provide premium quality products that are profitable, sustainable, and maintain ethical integrity,” says Edouard Rollet, Co-Founder of Alter Eco USA.

The new structures and legal frameworks supported through B Corporation fit directly with Alter Eco’s operations. “We are not just a for-profit business, and our B Certification helps to communicate this outwardly in a powerful, collective voice. We hold transparency and accountability to the highest degree in ethical business and firmly believe that we, as a corporation are making the world a better place,” says Alter Eco USA Co-Founder Mathieu Senard.

Based on solidarity and sustainability, with social and environmental values at the core of their existence, Alter Eco works directly with dozens of farming cooperatives around the world,



providing fair wages that cover production as well as enable producers to invest in their communities and future. Alter Eco supports direct trade, community development, and environmental stewardship. Alter Eco's mission focuses on maximizing revenue opportunities for marginalized small-scale producers in the southern hemisphere and developing products that preserve the local agricultural biodiversity.

"We are thrilled to have Alter Eco as a Certified B Corporation" says B Lab Co-Founder Jay Coen Gilbert. "As a leader in ethical business practices, Alter Eco has set standards that truly demonstrate the power of business to address social and environmental problems."

About Alter Eco

Alter Eco's premium quality is the marriage between traditional farming and finely-tuned gourmet craftsmanship. Alter Eco products are cultivated using sustainable farming methods that preserve the local agricultural biodiversity. The Alter Eco brand reflects diversity in the faces, shapes, colors, landscapes, traditions, and cultures of the small farmers who cultivate them. Each product has a unique story and an authentic fragrance that will take gourmet enthusiasts on a journey of discovery from the kitchen, to the Himalayas, Palestine, Bolivia, Switzerland, and beyond.



For more information on Alter Eco, please visit www.altereco-usa.com. For media related inquiries or to schedule an interview, please contact Jennifer Bryan of Christie Communications at 805-969-3744 or 805-962-1347 (direct line). Available via email at jbryan@christiecomm.com.

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