

## FairRidge Group Announces Sustainability Consulting Services for Business

*FairRidge Group, a management consulting firm, announced today the introduction of its Competitive Sustainability™ consulting services to help companies gain competitive advantage by becoming more sustainable.*

San Francisco, CA, October 2, 2008 – FairRidge Group, a management consulting firm, announced today the launch of its sustainability consulting services for business. These consulting services are designed to help companies assess the impact of natural resource constraints in their industry, identify implementable operational and strategic initiatives, manage risk, and to develop an action plan for implementation.

“Our Competitive Sustainability approach provides a company a quick way to determine the impact of resource constraints on their business and then identify pragmatic solutions that addresses these sustainability challenges,” said Peter Whitehead, a Managing Partner with FairRidge Group. “We will partner with clients to provide manageable solutions for addressing their sustainability challenges that will focus on improved results for their top and bottom lines.” Leading companies worldwide have already eliminated or reduced waste in their products and services, radically improving the value they offer their customers, and dramatically increasing both revenues and profits through sustainability transformation.

Using the Competitive Sustainability approach, FairRidge offers the following end-to-end sustainability consulting services to clients:

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“ Our focus is on providing our clients with an innovative, proven approach that identifies high-value initiatives that align corporate objectives and goals with long-term sustainability ”

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- **Readiness Assessment / Workshop** - In this phase, FairRidge provides education where needed, assesses the impact of sustainability on your business, identifies high level opportunities and provides a roadmap for moving forward.
- **Sustainability Strategy** - This phase creates a baseline assessment of your business, helps you to create a vision for sustainability and develops a plan for addressing the challenges with specific prioritized initiatives.
- **Implementation Planning and Support** - In this phase, FairRidge provides access to a broad array of expert implementation resources in addition to program management for your prioritized sustainability initiatives.

“Our focus is on providing our clients with an innovative, proven approach that identifies high-value initiatives that align corporate objectives and goals with long-term sustainability”, Mr. Whitehead concludes.

For additional information about the cost and logistics of the introductory Sustainability Readiness Assessment and FairRidge Group, please contact Dave Johansen or visit [www.fairridgegroup.com](http://www.fairridgegroup.com).

### About FairRidge Group

FairRidge Group is a management consulting firm based in San Francisco. FairRidge’s mission is to deliver consulting engagements to clients who are interested in developing a sustainability strategy that details critical issues and challenges and implements pragmatic solutions to overcome these challenges.

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