

GreenWizard Forms Business Alliance With The Institute for Market Transformation to Sustainability

*Organizations Will Collaborate on Evaluating
& Promoting Sustainable Building Materials Within GreenWizard's
Cross-Search/Compare/Document Online Product Database*

Charleston, SC and Washington, DC– March 12, 2010–

GreenWizard, LLC – a web-based expert system that allows architects, engineers, and contractors to a cross-search, compare, and document products for LEED commercial construction – today announced that it has entered into a business alliance with The Institute for Market Transformation to Sustainability (MTS) and its SMaRT Sustainable Product Standard approved for Federal Government Purchasing Preference and LEED credits.

The Washington, DC-based Institute for Market Transformation to Sustainability is comprised of selected manufacturers, leading environmental groups, and key state and local governments which have come together to achieve a sustainable world through transformation of the way products are designed, made, and sold.

Together, GreenWizard and MTS will work to solve issues relating to the evaluation of sustainable building materials. Indeed, building product manufacturers (BPMs) can already access a

web-based database tool to post free green product listings in GreenWizard's free public database. But now, with this business alliance, GreenWizard will work with MTS to identify, introduce, and facilitate the loading of data from MTS' members companies into the GreenWizard database. To date, more than 650 manufacturers are already included in GreenWizard's platform including Georgia Pacific, Sherwin Williams, and Milliken.

Through the business alliance announced today, GreenWizard will also promote the SMaRT consensus sustainable product standard and over 200 SMaRT Certified Products. The objective of the SMaRT standard is to provide substantial global benefits for the world's products through environmental, social, and economic criteria which promote sustainability, business benefits, social equity, reuse, and climate pollution reductions. Learn more: <http://www.sustainableproducts.com/smartweb.html>

"GreenWizard has been eager to form partnerships with the leading product-evaluation organizations in the green building and sustainable sector," said GreenWizard's Adam Bernholz. "We have found in MTS an organization that sees how sustainable building can very practically foster change on a societal, even global, scale. Given our aspirations, we saw a natural fit, and we couldn't be happier for this new relationship."

"We could not be more pleased with our alliance with GreenWizard. Our organization and its members are at the forefront of the move to a sustainable built environment.

GreenWizard provides the tools that allow the Architecture and Design community to readily find and document those products that are going to provide the most sustainable benefit to a given project,” added Mike Italiano, MTS President and CEO, and a Founder of USGBC and its associated LEED standard.

About The Institute for Market Transformation to Sustainability

MTS dedicates its entire operation to raising awareness of the positive impact that manufacturing, promoting, and purchasing sustainable product choices has on every aspect of our daily lives. The vision of MTS is to achieve a sustainable world through product manufacture and capital markets' investment which accelerate the global market transformation to sustainability. The goal of MTS is to achieve 90% sustainable products market penetration by the year 2015. Learn more: http://mts.sustainableproducts.com/about_MTS.html

About GreenWizard

GreenWizard, LLC, is a technology company dedicated to empowering architects, engineers, and contractors to build greener structures for less money in less time. The Company offers the only data-driven software platform that allows users to analyze and select green building materials based on a wide array of preferences and inputs, ultimately reducing the time and

money spent in the procurement process. The Company employs a Service Oriented Architecture (SOA) software model delivered over the Internet for its process automation tool, communication center, business analytics, and interactive marketplace. The platform allows project participants to efficiently navigate the most comprehensive and up-to-date database of green building products, utilizing the most advanced analytical tools and information available in the market. The Charleston, SC-based company was founded in 2008. For more information please visit www.GreenWizard.com or call 843-284-1355.

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