

WE CAN BE UNSTOPPABLE IN FIGHTING CLIMATE CHANGE.

The power to control climate change is in **YOUR HANDS**.

Use this unique and powerful guide to show the world's biggest companies that climate really does count. Climate Counts rates companies from 0 to 100 and ranks them against their main competitors. We score companies using 22 questions that determine if they've:

- **MEASURED** their climate footprint
- **REDUCED** their climate impact
- **SUPPORTED** (or blocked) progressive climate policy initiatives
- Made their climate protection efforts **PUBLIC** and **TRANSPARENT**

Climate Counts believes business should innovate, government should regulate, and consumers should motivate.

Vote with your dollars, and companies will listen.

COMPANY SCORES

SHIPPING

	2008 SCORE	CHANGE FROM 2007 SCORE
Deutsche Post/DHL	45	n/a
US Postal Service	43	n/a
UPS	39	n/a
FedEx	28	n/a

HOUSEHOLD PRODUCTS

Procter & Gamble	69	+16
Kimberly-Clark	58	+17
L'Oreal	58	+13
Colgate-Palmolive	44	+4
Avon	29	+18
Clorox	15	+14

FOOD SERVICES

Starbucks	49	+3
McDonald's	27	+5
Yum! Brands	1	n/c
Burger King	0	n/c
Darden Restaurants	0	n/c
Wendy's International	0	n/c

FOOD PRODUCTS

Stonyfield Farm	78	+15
Unilever	75	+4
Groupe Danone	64	+14
The Coca-Cola Co.	61	+4
Nestle	61	+19
General Mills	39	+2
Kraft Foods	39	-4
PepsiCo	37	+11
Kellogg	35	+11
ConAgra Foods	21	+15
Sara Lee	13	+11

INTERNET/SOFTWARE

Google	55	+38
Microsoft	38	+7
Yahoo!	37	+1
Amazon.com	5	+5
eBay	5	+3

KEY TO CLIMATE COUNTS SCORES

Icons are intended for comparison only within sectors.

STRIDING. The best Climate Counts choice. Let these companies know why you support them!

STARTING. A good Climate Counts choice. Let these companies know you're watching their progress carefully.

STUCK. A choice to avoid for the climate-conscious consumer. Tell this company it's time to take action on climate change!

MEDIA

	2008 SCORE	CHANGE FROM 2007 SCORE
General Electric*	71	+10
News Corporation	63	+5
Disney	25	+2
Time Warner	19	+9
CBS	14	+14
Viacom	4	+1

APPAREL/ACCESSORIES

Nike	82	+9
Gap Inc.	42	+3
Limited Brands	23	+18
Levi Strauss	22	+21
Liz Claiborne	15	n/c
VF Corporation	4	+2
Jones Apparel Group	0	n/c

BEVERAGES - BEER

Anheuser-Busch	50	+21
SABMiller	48	n/c
Molson Coors Brewing	34	+14

ELECTRONICS

IBM	77	+7
Canon	74	-3
Toshiba	70	+4
Sony	68	+17
Hewlett-Packard	68	+9
Motorola	66	+6
Hitachi	51	+15
Samsung	51	+18
Siemens*	51	+17
Dell	49	+8
Nokia	37	+8
Apple	11	+9

*This company is a conglomerate, with significant holdings in this sector as well as others. It is presented here with some of its major competitors in one of the initial sectors investigated by Climate Counts.

Scores based on public information available through March 2008

May 2008



YOUR CHOICE. YOUR VOICE.

HOW YOU SPEND YOUR MONEY CHANGES THE WORLD



ClimateCounts.org



Printed using soy-based inks on 100% post-consumer waste fiber paper produced in New Hampshire with the renewable energy of low-impact hydroelectric turbines. The design of this 2008 pocket guide uses over 35% less paper than the 2007 edition.

YOU HAVE EXTRAORDINARY POWER. USE IT.

When you buy from companies taking climate change seriously, you're sending a message that climate change matters to you. To make a real difference, Climate Counts needs your choices and your voices.

- Use the scores and rankings in this pocket guide to **make better choices when you spend your money.**
- Visit ClimateCounts.org to send a message to the companies we've scored. **Raise your voices and tell companies climate change matters to you!** Want your favorite companies to score much higher? Tell them. Excited about the climate leadership they've demonstrated? Let them know that, too.

Climate Counts evaluates the climate actions of the world's largest companies, not necessarily the world's greenest companies.

WHY?

If the world's 100 largest companies reduced their greenhouse gas emissions by just 5%, it would be like taking 25 million cars off the road.

Business has the power to have a profoundly positive impact on climate change, and YOU have the power to make business act.

The time is now.

ABOUT CLIMATE COUNTS

Climate Counts brings consumers and companies together to tackle climate change. We score companies annually on the basis of their voluntary climate actions: the higher the score, the higher the commitment. The Climate Counts Company Scorecard, launched in June 2007, helps people vote with their dollars by making climate-conscious purchasing and investing choices that put pressure on the world's most well-known companies to take the issue of climate change seriously. Supported by organics pioneer Stonyfield Farm and based in New Hampshire, Climate Counts believes everyday consumers can be the most important activists in the fight against global warming.

We welcome your comments! Share your ideas, stories, and thoughts about our ratings at info@climatecounts.org