

for immediate release

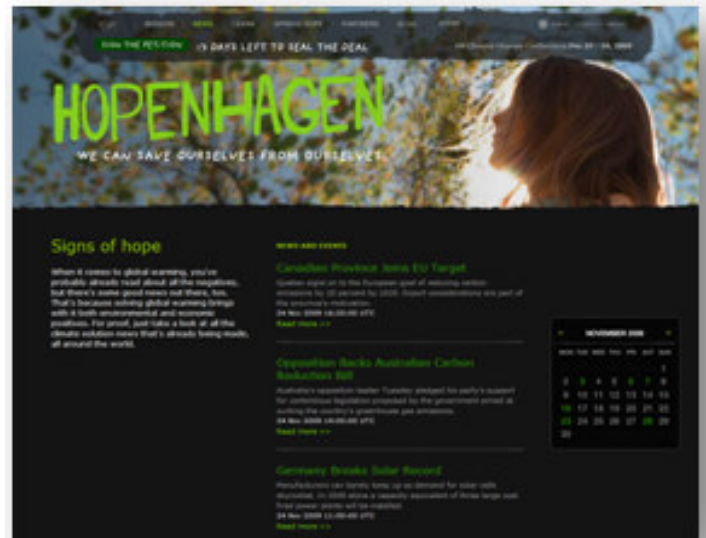


Guidance Shows Support for Hopenhagen, Provides Virtual Hosting Services

MARINA DEL REY, Calif. - November 24th, 2009 –

Guidance, which helps create captivating and engaging online experiences, announced today that it is hosting the official site of the *Hopenhagen* campaign, which favors the improvement of global sustainability policies. In addition, Guidance has stated its support to the campaign. The site can be accessed at www.hopenhagen.org.

Hopenhagen is a movement seeking to encourage global citizens to voice out to world leaders attending the United Nations Climate Change Conference in Copenhagen, Denmark (COP15) the need to establish better sustainability policies. Their Web site, Hopenhagen.org, calls on visitors to become citizens of Hopenhagen by signing the “Climate Change” petition and sharing their messages of hope. The petition – along with every name signed to it – will be presented to world leaders at the COP15 meeting.



In early September, Guidance was approached by Hopenhagen stakeholders looking for application support services as well as eco-friendly solutions to host their site. Guidance presented them with two alternatives: its [green hosting solutions](#) using energy-efficient HP servers, and its [virtual hosting solutions](#) using VMware software. For both, Guidance offsets all remaining electricity-related CO2 emissions by purchasing renewable energy credits (RECs) through [BeGreen Business](#), the carbon offset brand of Green Mountain Energy. The credits are made from wind and biomass sources located throughout the United States.

Hopenhagen stakeholders chose to host their site virtually with Guidance. The site went live on September 15th, and shortly after its launch, Guidance employees went on to show their support by signing the petition.

Leaders from more than 180 nations will meet in Copenhagen from December 7th to the 18th of this year to ratify a new international global climate treaty, which will take effect when the first commitment period of the [Kyoto Protocol](#) expires in 2012. Hopenhagen was created by the International Advertising Association (IAA) in support of the UN’s call for marketing assistance to sign “Climate Change” petition.

To support this cause, sign in the United Nations/Hopenhagen petition before December 7th, 2009 at <http://www.hopenhagen.org>. To learn more about Guidance’s hosting solutions, please visit <http://www.guidance.com/services/hosting>.



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Guidance has significantly reduced its overall consumption of electricity and paper as a result of a company-wide commitment to sustainable business practices, known as [Guidance Green](#). Guidance's purchase of renewable energy credits offset 100 percent of the carbon emissions associated with its business activities.

About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

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