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Clean Air Action Corporation's Award-Winning TIST Program Receives The World's First Dual Validation and Verification from VCS (Verified Carbon Standard) and CCB (Climate, Community & Biodiversity Standards)

TULSA, OK, May 19, 2011 - Clean Air Action Corporation's (CAAC) international award-winning environmental initiative, TIST (The International Small Group and Tree Planting program) has been Validated and Verified for their work in Kenya against the VCS (Verified Carbon Standard) and also by the CCB (Climate, Community & Biodiversity Standards) - the two most highly regarded certification standards for carbon reduction projects. The program's ability to comply with the strict Standards for Verification and Validation, by both VCS and CCB Standards, makes TIST the only carbon offset program in the world to have achieved dual certification. CAAC Vice President Charlie Williams commented:

"Environmental change requires a commitment to honesty and transparency of results. When we developed our innovative data collection system, our goal was to empower the subsistence farmers of TIST to be a part of the global market place and motivate responsible environmental decisions. Now, we have conclusive proof that TIST is providing enormous benefits to the climate, to biodiversity, and to the more than 60,000 farmers, who have planted more than 10 million trees, in the last 10 years."

TIST's award-winning monitoring system is critical to the success of the program. Using hand-held computers and GPS, highly trained farmers visit each tree grove and record the location, number, size, and species of live trees. This process effectively tracks the farmers' progress and results. The data, including pictures, is uploaded onto a central database using cell phones or the Internet, and can be viewed by the public at www.TIST.org.

In order for TIST to be considered for VCS or CCB Standards Validation and Verification, the program's data collection and process needed to be audited by a third party firm. ESI (Environmental Services, Inc), who is accredited by the American National Standards Institute (ANSI), sent a team to Kenya to investigate the validity of the results indicated by the TIST program. According to Shawn McMahon, Senior Project Manager for ESI forestry, carbon and GHG services, the TIST program was an impressive mixture of farmer dedication and data management.

"ESI served as third party auditors to validate and verify TIST's Kenya projects against the Verified Carbon Standard and the Climate, Community, and Biodiversity Standards. We witnessed firsthand their significant impact in Kenya through sequestering carbon, supporting local communities, and enhancing biodiversity. TIST management and field

staff were professional, a pleasure to work with, and clearly have a passion for improving the livelihood of Kenyans and mitigating the effects of global climate change. ESI is proud to play a role in these important projects.”

The announcement that the project also achieves the requirements of the CCB Standards represents an important endorsement of the TIST program. The Climate, Community and Biodiversity Project Design Standards (CCB Standards) published by the CCB Alliance, a partnership of non-governmental organizations (NGO's) working in collaboration with research institutes and corporations, are considered a benchmark for evaluating land-based carbon mitigation projects. According to Dr. Joanna Durbin, Director of the CCBA, the independent audit process has shown that the TIST program meets their strict requirements and is indeed an impressive world first in dual Validation and Verification. She had this to say regarding the TIST program accomplishment:

“We are delighted that TIST's community-based project in Kenya has met our rigorous CCB Standards. We are also excited to see a project - for the first time - move beyond validation of project design to being fully ‘CCB Verified’, demonstrating that the project has actually been implemented following best practices in community engagement and is delivering truly significant benefits for the local communities and the environment.”

The continued success and expansion of the TIST program's capacity and monitoring system has been supported by the United States Agency for International Development (USAID). As a result, TIST farmers are combating the largest source of greenhouse gas emissions in the world: deforestation and poor agricultural practices. Working together, more than 60,000 strong, TIST farmers are reversing their contribution to climate change and becoming an important part of the solution. USAID Kenya Mission Director, Erna Kerst, is convinced the program is making a difference.

“TIST has been innovative and bold from the beginning. I'm not surprised they're the first in the world to achieve this double distinction. TIST is pioneering a triple win— for farmers, for Kenya's environment, and for proving some of the technology needed to safeguard our climate. We are very proud of our collaboration on this program.”

The goal of the TIST program is to address environmental change and poverty, by providing men and women in developing countries with new sources of income from their trees, by connecting them to the global carbon market. TIST provides an infrastructure for training on topics such as nursery development, tree planting, conservation farming, fuel-efficient stoves, nutrition and preventative health education. TIST empowers the farmers to take action to change their lives, communities and the world.

An important portion of TIST carbon is bought by C-Quest Capital (CQC), which warehouses and markets TIST Kenya verified emissions reductions. C-Quest provided advance payment for some emission reductions, to enable the project to proceed. Ken Newcombe, CEO, CQC, has

supported TIST in many ways, from 2003 onwards, when he ran the World Bank's carbon finance business, until the present day.

“TIST represents the best outcomes of the carbon market – that poor people can see a measurable improvement in their lives, from carbon revenues reaching their pockets reliably, from practicing climate-friendly sustainable forestry and agriculture at the community level. That buyers of this “charismatic” carbon can see CCB certification tagged to the carbon they buy on VCS registries, verifying its unique social and environmental co-benefits, is an important contribution to defining quality in the emerging global carbon markets.”

TIST currently works in India, Kenya, Tanzania, Uganda, Honduras and Nicaragua. Today there are more than 60,000 farmers participating in the program, over 10 million trees in the ground, and 6,000 more being planted each day.

TIST plans to expand to a number of new countries over the next five years, to respond to the requests of farmers and governments, to help reverse the damage of deforestation.

TIST founder and CAAC President, Ben Henneke, explains:

“The real credit for the outstanding results of this program belongs to the farmers of TIST, who collect local seeds, make nurseries, plant seedlings, and keep them alive through droughts, floods, cattle and goat raids, and rogue elephants. TIST farmers are an incredibly inspiring group of people. They are proud of the benefits their trees are having on their lives and on the global environment.”

For more information regarding Clean Air Action Corporation's TIST Program (www.TIST.org), or to schedule an interview with program leadership, please contact Angela Costello at (918) 747-8770 or angelacostello@cleanairaction.com.

Additional Information:

[The Climate, Community & Biodiversity Alliance \(CCBA\)](http://www.climate-standards.org) is a global partnership of leading NGOs that created the Climate, Community & Biodiversity (CCB) Standards to enable identification of projects that adopt best practices to deliver robust and credible greenhouse gas reductions, while also delivering significant benefits to local communities and biodiversity. www.climate-standards.org

VCS (Verified Carbon Standard) VCS offsets must be real (have happened), additional (beyond business-as-usual activities), measurable, permanent (not temporarily displace emissions), independently verified and unique (not used more than once to offset emissions).

ESI (Environmental Services, Inc.) is accredited by the American National Standards Institute (ANSI) under ISO 14065:2007 for Greenhouse Gas Validation and Verification Bodies.

This accreditation permits ESI to conduct validations and/or verifications under the following GHG programs: Climate Action Reserve (CAR); American Carbon Registry (ACR); Voluntary Carbon Standard (VCS); Chicago Climate Exchange (CCX); CarbonFix Standard (CFS); Pacific Carbon Trust (PCT); and Climate, Community, and Biodiversity Alliance (CCBA). The ESI philosophy and technical approach stresses experience, competence, communication, and above all, responsiveness to the needs of clients. ESI strives to identify potentially complex issues before they become problems and works with clients in understanding and dealing with their carbon project validation and verification needs. For additional information on ESI, please visit www.esicarbon.com.