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COST NOT A DETERRENT TO BEING GREEN AND ENVIRONMENTALLY FRIENDLY

ORC Guideline Survey Shows the Importance of Environmental Policies at Work & Home

NEW YORK, NY – June 3, 2009 — When it comes to environmental issues and corporate social responsibility, people are willing to put their money where their hearts are – even in this economic environment. According to a new survey from ORC Guideline, an *infoGroup* company (NASDAQ: IUSA), nearly two thirds (64 percent) of employed respondents said they would be willing to put their paycheck on the line and forego pay raises to support green initiatives at work.

In fact, the national survey of over 1,000 adults interviewed between May 1-4, 2009 found that a company's environmental policies affected people's workplace decisions at every stage, from choosing an employer to their desire to see their current employers actively pursue green initiatives. Over half of the respondents (54 percent) said that a company's environmental policy was important in their decision to join a company.

In addition, nearly three quarters (76 percent) of respondents indicated that it was important or very important that a company take action to reduce its environmental impact.

"The bottom line is that support for 'green' in the workplace has become very common," said Aaron Franklin, Project Director at ORC Guideline. "The issue for companies is how to best use their resources to meet the expectations of their workforce and potential employees. But the good news for companies is that a holistic, end-to-end view of energy conservation in corporate facilities is both affordable and more effective than targeted hot-button investments, such as solar panels on the roof or integrated photovoltaic cells."

The commitment to "going green" also seems to extend beyond the workplace, with 77 percent of respondents indicating the "energy footprint" of a product, such as an Energy Star™-certified appliance or locally grown food, affects their purchasing decisions as consumers. Even the prospect of paying a higher price doesn't change people's opinions, with 76 percent saying they would pay more for an environmentally friendly product.

"The study's findings seem to debunk a common perception that people will go green as long as it doesn't cost them," said Franklin. "In fact, in both the workplace and in the store, people seem to be willing to put their money where their values are."

About ORC Guideline

ORC Guideline is the nation's premier provider of customized research and analysis designed to help companies make more informed decisions. Our multi-dimensional approach to research allows us to source, synthesize and analyze data in innovative ways and provide strategic insight to companies across a broad-range of industries.

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