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**CSRWIRE AND MEADOWBROOK LANE PARTNER TO RAISE VISIBILITY OF  
CORPORATE SOCIAL RESPONSIBILITY**

*Socially Responsible Investment Bank brings expanded resources to  
respected CSR News Service*

SPRINGFIELD, MA AND BRATTLEBORO, VT -- CSRwire and Meadowbrook Lane Capital (MBLC) are pleased to announce that Meadowbrook Lane has purchased the controlling interest of CSRwire from SRI World Group. Meadowbrook will form a new corporation with ownership interests divided between Meadowbrook, SRI World Group, and key CSRwire management. Current management and employees will continue operations in Brattleboro, Vermont.

CSRwire is a global news distribution and resource service dedicated to expanding the visibility of corporate social responsibility (CSR) initiatives through its syndicated news feed, online distribution services, and CSR report service. Meadowbrook Lane Capital is a socially responsible investment bank with a strong background in socially responsible business networks (Social Venture Network (SVN), Co-op America, and Businesses for Local Living Economies (BALLE)).

"CSRwire has been committed to helping our members achieve wider attention for their CSR activities," noted Christina O'Connell, director of CSRwire. "Over the past year we have seen

a distinct growth in corporate social engagement. With this growth has come an expanded demand for CSRwire's services. We are very happy to have the opportunity to work with Meadowbrook Lane, an organization with extensive business expertise and strong core values. This collaboration will enable CSRwire to provide personalized and consultative service to the growing community of businesses active in CSR initiatives. It will also allow us to increase our distribution network's reach."

"Meadowbrook Lane is interested in raising awareness that good corporate citizenship is good for business *and* society," Joe Sabilia, president of Meadowbrook Lane commented today. "There is a link between good corporate citizenship and share value. At one time the link was conceptual. With thirty years of data, it is becoming increasingly more quantifiable. Our experience has demonstrated the need for a strong network to facilitate the exchange of information. We look forward to working with CSRwire to demonstrate that good environmental and social policies are good business and have a direct positive impact on share value."

CSRwire provides targeted media distribution for members including Alcoa, Ford, Calvert Group, Oxfam, the United Steelworkers of America, Starbucks, United Nations Global Compact, and UPS. The extensive audience for this news includes corporate social responsibility, socially responsible investing, mainstream investment, and mainstream media outlets. Through weekly news briefings, CSRwire reaches more than 6,000 CSR thought leaders worldwide. CSRwire also publishes and provides free public access to the highly respected ***CSR Directory: Resources for Promoting Global Business Principles and Best Practices***, edited by Michael J. Kane.

Meadowbrook Lane is engaged in traditional investment banking activities of mergers, acquisitions, and financial advisory, with a special emphasis on succession strategies for mission driven companies.

The collaboration between CSRwire and Meadowbrook Lane will enable CSRwire to develop deeper connections with the core socially responsible constituencies: publicly traded

corporations, privately held companies, socially responsible investment firms, nonprofits and NGOs, and the socially responsible business networks including SVN, BSR, BALLE, and Co-op America.

The additional resources MBLC brings to this partnership will enable CSRwire to further raise media awareness and coverage of the dramatic growth of socially responsible business practices worldwide. Future plans include the development of an information exchange for the dissemination of unique financial instruments developed specifically for socially responsible businesses. This exchange will also provide support for the growing synergy between nonprofits and NGOs that results in the formation of for-profit entities.

MBLC and CSRwire will continue a close working relationship with SRI World Group, CSRwire's former parent company. SRI World Group will focus its attention on the development of OneReport™ ([www.one-report.com](http://www.one-report.com)), the world's first reporting system that enables companies to more efficiently report their social, environmental, economic, and corporate governance information to firms that research and evaluate corporate performance indicators for institutional investors.

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**CSRwire, LLC** is a targeted newswire service distributing corporate social responsibility news releases through a global syndication network and direct delivery to journalists, investment professionals, organizations, and corporate leaders. CSRwire also maintains an online database of corporate sustainability; citizenship; Environmental, Health & Safety (EHS); and other similar reports. CSRwire's online news feed is located at [www.csrwire.com](http://www.csrwire.com).

**MBLC's** history includes the founding, purchase, or development of seventeen companies, with over two billion dollars in merger and acquisition activities. Meadowbrook Lane Capital has been widely recognized for its successful unsuccessful attempt at taking Ben & Jerry's private and for developing and implementing a public awareness campaign that defeated the legalization of casino gaming in Massachusetts. The company's headquarters are located at the Gasoline Alley Foundation, an inner-city business incubator that is revitalizing and reclaiming a chemically contaminated street in Springfield, Mass. More information on Meadowbrook Lane and the Gasoline Alley Foundation can be found at [www.meadowbrooklane.com](http://www.meadowbrooklane.com) and <http://www.gasolinealley.org/>.