



PRESS RELEASE
October 15, 2008

***Jacquelyn Ottman
to Participate in Sustainable Brands International '08
Green Marketing Workshop and Eco-Labeling Panel***

On Tuesday, December 9th, 2008, Jacquelyn Ottman, the internationally renowned pioneer of green marketing and eco-innovation, will deliver Green Marketing 101: a highly interactive half-day workshop being run as part of a special pre-conference event at Sustainable Brands International '08, Miami Beach.

She will review the top strategies needed to successfully market environmentally sound products, services and corporate initiatives, and share some of her own proven strategies gleaned from over 20 years of experience.

She will also be moderating a special discussion panel on ecolabeling. The panel will discuss the key issues facing multinational companies and explore the leading solutions for labeling products effectively while controlling costs and reducing the risks of greenwashing.

Panelists will include Martin Charter, Founder and Director, Centre for Sustainable Design/UK, Shelley Zimmer, Manager of Environmental Affairs, HP (and director of EcoHighlights label), and Anastasia O'Rourke of ecolabeling.org.

For full conference details, visit:
<http://www.sustainablebrandsinternational.com>

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