

EPEAT Expands Leadership to Accelerate Green Electronics Momentum

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In a move that builds on significant progress during its first five years of operation, EPEAT®, (<http://www.epeat.net>), announces the selection of Robert Frisbee as the organization's first CEO. As a well-respected public- and private-sector executive experienced with building fast-growing organizations, Frisbee's extensive industry knowledge and leadership will support EPEAT's expansion to embrace new audiences and devices and extend its global reach.

In support of this direction, EPEAT has also appointed three new Board of Directors members with extensive environmental and business experience: Mike Biddle of MBA Polymers, Amy Knight of Hasbro, Inc. (formerly of HP) and Carl Smith of Call2Recycle®.

EPEAT-registered electronic products reflect reduced environmental impact across the product life cycle— from fewer toxins in manufacturing to efficient operation and easier recycling. EPEAT-registered products help end users reduce the environmental impact of using electronic devices like PCs and laptops, with quantifiable benefits across a range of environmental factors, including materials use, solid waste, emissions and recycling. The EPEAT registry has seen tremendous growth in its first five years – from 60 products registered by 3 manufacturers in 2006 to 50 manufacturers registering more than 3,000 products across 41 countries today. With over 410 million registered products sold in the past five years, EPEAT is the definitive tool for purchasers to identify, compare and select environmentally preferable electronics.

Robert Frisbee's professional background bridges leadership positions in both the environmental NGO sector and the technology and software industry— giving him unique insight to help propel EPEAT's further progress. Since June 2010 Frisbee has served as the Director of Development at the Oregon Sustainability Center, where he brokered creative public and private sector partnerships for this visionary green building project. Frisbee is also a successful serial entrepreneur, founding telecommunications companies Pacific Star Communications, FirstPoint Communications, Inc. and Electric Lightwave, Inc. His past experience in brand development and commercial alliances will provide unparalleled benefits to EPEAT.

“EPEAT's accomplishments during its first five years are remarkable, and the opportunity to work with such a dynamic organization to make a difference is both professionally exciting and personally rewarding,” said Frisbee, “In its first five years EPEAT dedicated

itself to reducing IT and electronics' environmental impact with incredible success. I look forward to expanding and supporting the organization's vision and reach as we extend into new product categories and markets."

Kent Snyder, Chair of the EPEAT Board of Directors commented "Robert Frisbee and our new Board members are ideally suited to support the EPEAT system as it grows to the next level. The Board is pleased and excited to welcome them." Current Board members include Christine Ervin, former President & CEO of the U.S. Green Building Council and Govi Rao, President & CEO of Noveda Technologies.

New Board Members

The three new board members appointed by EPEAT - Mike Biddle, Amy Knight and Carl Smith - will bring their long experience in sustainability and electronics to help accelerate the EPEAT organization's progress and support its mission.

Dr. Mike Biddle is President and Founder of MBA Polymers, Inc. the world's leader at recycling plastics from end-of-life durable goods like electronics, appliances and automobiles. Biddle's work has been recognized with multiple international awards including the World Economic Forum Tech Pioneer and Economist Innovation awards. Before starting MBA Polymers in 1993, Mike worked for several Fortune 100 companies.

Amy Knight is Director of Corporate Social Responsibility for Hasbro, Inc. Prior to her work at Hasbro, she worked for many years at Hewlett Packard, where she eventually served as the Program Director for HP's Global Citizenship Initiative. She has held a number of other sales, marketing, operations and management roles in previous assignments.

Carl Smith is CEO and President of Call2Recycle(R), North America's first and most successful battery recycling program (<http://www.call2recycle.org>). He previously was CEO of GREENGUARD Environmental Institute, a non-profit organization that develops and promotes indoor air quality standards and programs. He has also worked in various government and business roles in the past.

About EPEAT

EPEAT(R) is the definitive global registry for greener electronics, covering the most products from the broadest range of manufacturers across the widest array of countries. EPEAT combines comprehensive criteria for design, production, energy use and recycling with ongoing independent verification of manufacturer claims. The sale of more than 93 million registered products in 2010 resulted in solid waste reductions equivalent to 16,052 US households' annual waste, and elimination of enough mercury to fill 437,048 fever thermometers. More information at: <http://www.epeat.net>

Read the full story at <http://www.prweb.com/releases/2012/3/prweb9288696.htm>