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**FOR IMMEDIATE RELEASE**

## **EKO Asset Management Bolsters Forestry Expertise** *Steve Ruddell Joins EKO Asset Management as Consulting Partner*

**New York, NY, July 13, 2011** -- EKO Asset Management Partners announced today that Steve Ruddell has joined the firm as Consulting Partner. Based in Durango, Colorado, Steve is a professional forester with over 30 years of experience in forest resource management, forest policy, forest economic and marketing research, and sustainable management of forests. Steve will help with EKO's business development and carbon project origination/execution. Additionally, as a certified forester, Steve will greatly deepen the firm's technical expertise in the preparation and development of land-based AFOLU carbon projects, both for domestic and international compliance and voluntary carbon markets.

"EKO is extremely pleased to have a forester of Steve's caliber, experience and reputation join the team," said Jason Scott, EKO Managing Partner. "He brings years of technical experience and unparalleled credibility to our business. With Steve joining our team, we have a professional forester as part of EKO who will insure that we continue to hold a leadership position in the area of green carbon offsets development. His expertise will be invaluable to the growth of our EKO Green Carbon Fund as it invests in land-based carbon projects."

For the past 12 years, Steve has been consulting to clients on investments in forest conservation and sustainability initiatives using market-based mechanisms including carbon asset management strategies for trading emission reduction credits within voluntary and emerging compliance markets, and sustainable forest management standards. Steve has led market-based initiatives for private and public forestland management organizations, global conservation NGO's, and independent third-party validation and verification firms.

Steve will continue to serve as President of CarbonVerde, which offers comprehensive consulting to forest, range, and farm landowners interested in generating and trading carbon credits.

### **About EKO Asset Management:**

EKO ([www.ekoamp.com](http://www.ekoamp.com)) is a specialized investment and advisory firm focused on discovering and monetizing unrealized or unrecognized environmental assets. EKO invests in projects and companies that create environmental value, as well as advises landowners, companies, investors and government agencies that can benefit from existing and emerging environmental markets. EKO strives to harness the power of capital markets to allocate resources to their highest and best ecological use, and to help preserve ecosystems for future generations. The company, based in New York City, was founded in 2008 by a team of professionals experienced in environmental markets, banking, and investment management.

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