

**For Release February 1, 2010**

## **Bankers Warranty Group Offers Carbon Neutral Extended Warranty Plans**

*Extended Warranties to include Carbon Offset for the term of the plan*

**Saint Petersburg— February 1, 2010** — Bankers Warranty Group (BWG) announced today it will offer extended warranty programs that include a carbon offset for covered products for the term of the service plan.

“This concept is revolutionary in the extended warranty industry and provides for an environmentally friendly approach to offset carbon emissions that result from the use of consumer electronics”, said Frank Trigo, Executive Vice President of Marketing.

Whenever we use energy created from fossil fuels such as oil or coal, we’re generating carbon emissions. Appliance and electronic products require fossil fuels to deliver their services and technological or fuel efficiency improvements alone only are unlikely to provide a near-term solution to the problem of home energy emissions. The increasing demand for electronics, computers, and appliances contribute to greenhouse gas emissions in the energy sector. A “carbon footprint” represents the sum total of all the greenhouse gases we as individuals are personally responsible for putting into the atmosphere. The term carbon footprint is named for carbon dioxide, the principal cause of global warming.

BWG has partnered with TerraPass, a leading provider of consumer carbon offset programs. TerraPass works with clean energy and carbon emissions reduction projects throughout the U.S., including wind power, farm power, and landfill gas capture. 100% of TerraPass carbon credits are verified against a broadly accepted standard by independent third party auditors. Although complex in practice, carbon offsets are fairly simple in theory. If you develop a project that reduces carbon dioxide emissions, every ton of emissions reduced results in the creation of one carbon offset. Project developers can then sell these offsets to finance their projects.

“Many of our service plans already provide for return of the item, recycling and environmentally friendly disposal of replaced products”, added Trigo, “by providing customers with a simple, affordable, and credible means to mitigate their ‘carbon footprint’ we are continuing to minimize the environmental impact of their delivery.”

Retailers who increasingly seek to engage stakeholders in environmentally conscious business practices can benefit by offering these extended service plans that will enhance their existing environmental policy and send a strong message to consumers that they are making a serious commitment to fight climate change.

“We believe that if given a choice, consumers will select the environmentally friendly approach and buy products and extended service plans from retailers who offer these types of programs”, concluded Trigo.

### **About Bankers Warranty Group**

Bankers Warranty Group (BWG) is a leading provider of insured extended service plans in the United States, Canada and Puerto Rico covering a variety of consumer products including electronics, appliances and personal computers just to name a few. The company supplies value added products and services, which increase customer satisfaction, enhance brand equity, and drive incremental revenue for our clients. BWG differentiates itself in the extended service plan industry by consistently delivering a high quality service experience; offering innovative products and services that increase customer satisfaction; and by maintaining a high degree of customer focus in all that we do. For more information, visit [www.bankerswarrantygroup.com](http://www.bankerswarrantygroup.com).

**About TerraPass Inc.**

Launched in 2004, TerraPass Inc. works with developers of greenhouse gas reduction projects to bring to market verified carbon credits. TerraPass Carbon Management Services now manages a portfolio of 22 carbon reduction projects across the United States, focusing on agricultural methane, forestry and land use, and landfill gas. The company sells credits verified under the Climate Action Reserve and Voluntary Carbon Standard to voluntary and compliance purchasers, and is also a leading retailer of carbon offsets and consumer energy efficiency products through its website at [www.terrapass.com](http://www.terrapass.com). For more information, visit [www.terrapass.com](http://www.terrapass.com) or call 1 (415) 692 3411.