

**FOR IMMEDIATE RELEASE:**

**INQUIRIES:**

Forrest Mertens  
24083 Fairway Dr  
Davis, CA 95616  
(530) 564-1110  
[forrest@sunonesolutions.com](mailto:forrest@sunonesolutions.com)

**Nation's Leading Carbon Credit Company Expands Into California Office**

(Davis, CA – January 31, 2011) SunOne Solutions ([www.sunonesolutions.com](http://www.sunonesolutions.com)), the nation's largest private developer of agricultural carbon credit projects, announced today the formal launch of its California Office to focus on sustainable forestland, rangeland, and farmland carbon projects in the Western U.S. The strategic location in Davis, CA will focus on developing carbon offset projects specifically for California's greenhouse gas cap-and-trade program and will be headed by Forrest Mertens, SunOne's Chief Operating Officer and a Northern California native.

*"The decision to establish a permanent office in California is a result of increased business opportunities for forest owners and agricultural producers due to the progressing California cap and trade program," remarked SunOne Solutions' President, John Hodges. "We are excited about the prospect of partnering with landowners and land managers who are committed to preserving their land and to employing sustainable land management practices to sequester or reduce carbon emissions."*

In December, the California Air Resources Board approved the adoption of a protocol that will enable forestland owners to earn carbon offset credits for protecting their land from development. At current prices, landowners could earn several thousand dollars per acre over the life of the project.

SunOne also announced that it had been selected to participate in the Los Angeles-based Climate Action Reserve's Cropland Management Project Protocol workgroup. Along with a collection of experts from various stakeholder groups, SunOne will work with the Reserve to establish a program that awards carbon offset credits to farmers who employ certain conservation farming practices.

SunOne's COO, Forrest Mertens, stated, *"We are very proud to have been selected to participate in developing a Cropland Management protocol, and look forward to collaborating with our colleagues in the industry to create a workable way for farmers to participate in California's carbon market. This represents a tremendous opportunity for farmers to earn additional revenue during a time of rising costs, and for the adoption of environmentally sustainable farming techniques."*

SunOne Solutions, which was ranked the #1 carbon aggregator in North America, currently has clients with over 2.2 million acres of land under management in the United States. The SunOne team works with landowners and managers to help them earn carbon credits through their sustainable land

management practices. Those who qualify may benefit by selling the credits on a variety of voluntary, state, and regional carbon markets, such as the California cap and trade program, the Climate Action Reserve, American Carbon Registry, Voluntary Carbon Standard, and Chicago Climate Exchange.

*“We work with landowners to identify the incentives that are available for their particular operation, and then help them navigate the complexities of the carbon market to earn additional revenue,”* Mertens said. *“SunOne Solutions is different from other carbon credit companies in that our partnering approach does not require landowners to take financial risks to participate in the carbon market. Farmers, ranchers, and forest owners are exposed to enough risk as it is, and the carbon opportunity from their land should represent a hedge to rising costs or an incentive to keep their land in agriculture.”*

**SunOne Solutions** is a leader in developing agricultural, land management, and environmental projects for registration and trading on carbon exchange markets. SunOne Solutions' primary focus is on carbon sequestration projects on farmland, forests, grassland, and rangeland with offices in California, Colorado, Nebraska, Texas, and Sao Paulo, Brazil. SunOne Solutions is a member or participant in all major carbon offset registration systems in North America. To date, SunOne Solutions has successfully developed over 150 projects on over 2.2 million acres of land for over 3 million carbon “offset” credits. SunOne Solutions was ranked the #1 carbon aggregator in North America by Point Carbon, the leading industry publication.

SunOne Solutions' team of professionals has several decades of combined experience in the agricultural, banking, finance, energy, environmental science, and public policy sectors. For more information, please visit <http://www.sunonesolutions.com>.