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### Pure Luxury Transportation Will Exceed Greenhouse Gas Reduction Targets

PETALUMA, Calif. " Pure Luxury Transportation " a member of the Green Ride Global program since January 2008 " is on pace to exceed its greenhouse gas (GHG) reduction targets for the 2008 calendar year. "We are committed to reducing the environmental impact of our operations. Our entire staff has been diligent in participating in the reduction of our greenhouse gas output," said Jennifer Buffo, Chief Operating Officer of Pure Luxury Transportation. "As a result, I am pleased to announce that we have achieved a reduction of three metric tons or 16% per vehicle, compared to the same quarter last year." This is the equivalent of adding approximately three acres of forest in the San Francisco area.

The program, administered under the guidance of Green Ride Global, is designed to cause a 20% reduction in Pure Luxury's GHG emissions over the next 5 to 10 years. "Reductions in emissions correlate directly to lower operating costs, which will help offset the rising cost of fuel. We will continue to pass on these savings to our clients," says Buffo. "We are also able to pass on our GHG emissions reductions to our clients because we can provide reports tracking the emissions attributed to their trips."

In other news, Green Ride Global unveiled its Worldwide Referral Network to help corporate travel planners, procurement departments, event and meeting organizers, wedding coordinators, governments, and consumers locate environmentally responsible, chauffeured ground transportation providers around the world. The first of its kind, online resource has been developed to be a comprehensive tool for those seeking to reduce the environmental impact of their ground transportation usage. The Worldwide Referral Network will provide substantial online exposure to support the ongoing efforts of GRG member companies that are actively taking the necessary steps to reduce their emissions from both their fleet of vehicles and their facilities. The site dramatically simplifies the process of locating environmentally sustainable ground transportation providers by enabling users to select a desired city and identify official GRG member companies in a specific location. Once a particular member company is selected, users will be routed directly to their website for more information or to arrange a reservation.

To view GRG's™ Worldwide Referral Network or to find a Member Company in a specific location, go to [www.greenrideglobal.com](http://www.greenrideglobal.com). For more information on GRG and environmental sustainability solutions for the transportation industry, call (877) 246-4GRG or email GRG at [info@greenrideglobal.com](mailto:info@greenrideglobal.com)

Source: Green Ride Global press release