



## CRD Analytics and Trucost Expand Partnership

**New York, NY, March 9th, 2010** —CRD Analytics (CRDA), LLC and Trucost PLC announced the signing of a new partnership agreement that will enhance and expand the SmartView™ platform and provide greater transparency of environmental impact on financial performance for public and private companies.

The partnership between CRD Analytics the leading provider of independent sustainability investment analytics, and Trucost, the leading global environmental data provider, will maximize product offerings from both companies and provide best in class environmental data analysis. CRD Analytics' proprietary platform SmartView™ is used to generate the NASDAQ OMX CRD Global Sustainability 50 Index (QCRD). The initial focus of the CRD Analytics/Trucost partnership will be on the more than 3700 publicly listed companies on the NASDAQ OMX global exchanges. The addition of Trucost's sophisticated data suite which allows for a complete view of a particular company's environmental impact, its supply chain and corporate operations, will enhance the SmartView™ platform for analysis of NASDAQ listed companies, resulting in actionable information that is both relevant and essential to corporate decision making. The CRDA family of products, the *SmartView™ Basic Company Reports*, the *SmartView™ Detailed Company Reports*, the *SmartView™ Sector Analysis Reports*, and the *SmartView™ Workshop series, Investing in Sustainable Performance*, are designed for corporate management to analyze climate risks and opportunities. The most advanced service option, *Investing in Sustainable Performance Workshop*, offers comparative analysis plus an expert in-person workshop for company stakeholders to learn firsthand how the best practices and metrics that matter can be applied in their company. The Workshops are conducted in New York and San Francisco, with other locations by special arrangement.

"We are excited about this collaborative offering combining the power of The SmartView™ Ratings & Reporting and Trucost's comprehensive database that tracks over 750 granular environmental impacts of companies across the investment universe," said Michael Muyot, CRD Analytics President & Founder.

This rather timely partnership follows the recent SEC ruling on interpretive guidance for climate change related risk disclosure and how it impacts public companies which shows the changing landscape in the regulatory, investment and corporate communities. CRD Analytics and Trucost are at the cusp of this change and through SmartView™ will empower publicly listed companies to understand critical shareholder issues, discover and analyze what the best practices are for leading companies and what the risks are for laggards, especially in terms of environmental risk reporting.

"We are delighted to be partnering with CRD Analytics, adding our mission critical perspective on environmental impacts for NASDAQ listed issuers, thereby helping inform key strategic decisions now front and center for every global public company" said Paul Druckman, Executive Chairman, Trucost."

**About CRD Analytics**

CRD Analytics is an independent provider of investment analytics. The company's rigorous evaluation of financial, social, environmental and governance data is used to quantitatively determine the potential sustainability of a company, industry sector or investment portfolio, allowing for informed investment decisions and delivering optimized, risk-adjusted sustainable performance. Using its proprietary, patent-pending SmartView™ Platform, CRD Analytics empowers its clients with actionable and performance-driven information distilled from large sets of complex data. CRD Analytics partners with its clients to construct proprietary index-based products – Exchange-Traded Funds (ETFs), separately-managed accounts, mutual funds and Unit Investment Trusts (UITs), and provides support for both passive and actively managed portfolios. CRD Analytics produces its *Global Sustainability Outlook* annually, containing in-depth investment analytics on its top Global Sustainable 250. For more information about CRD Analytics, go to <http://www.crdanalytics.com>.

**About Trucost, PLC**

Trucost was established in 2000, to help organizations, investors and governments understand and quantify the environmental impacts of business activities. Over the past 10 years Trucost has collected, researched and validated environmental data from organizations across the world. The result is the world's most comprehensive data on corporate environmental impacts, covering Greenhouse Gases (GHGs), water, waste, metals and chemicals. This provides Trucost clients with the most efficient approach to measuring GHG emissions and wider environmental impacts across organizations, supply chains and investment portfolios, with clear identification of prioritized focus areas for reducing environmental impacts, validation of source data, including completion of gaps in data which are not currently being tracked or reported on, comparison of environmental performance against peers, sectors and investment benchmarks and the ability to create environmentally-oriented investment products. For more information, visit [www.trucost.com](http://www.trucost.com)

**CRD Analytics Contact:**

Michael Muyot  
+1.646.375.2122 x2280  
[mmuyot@crdanalytics.com](mailto:mmuyot@crdanalytics.com)

**Trucost PLC Contact:**

Cary Krosinsky  
+1.203.458.2237  
[cary.krosinsky@trucost.com](mailto:cary.krosinsky@trucost.com)