

FOR IMMEDIATE RELEASE

Bluehorse opens office in Chicago, expands sustainability team

Chicago, IL, USA/Neuilly-sur-Seine, France -- January 28, 2011 -- Bluehorse Associates announces the opening of a new office in Chicago, Illinois in response to the growing demand for product-level lifecycle assessment tools in the food and drink industry. Specifically for this industry, the company built Carbonostics® - a smart, hybrid lifecycle assessment tool that provides online access and practical functionality. The new downtown Chicago office opened its doors this month and will serve as a base for business development, particularly in the US and Canada, for the France-based sustainability metrics tool developer Bluehorse Associates.

To lead the market expansion, Bluehorse has recruited **Andrew Southwood** as **VP, Business Development**, effective immediately. His primary responsibility will be account management for Carbonostics® (www.carbonostics.com). Southwood, a veteran of the food industry, has worked in Africa, the Middle and Far East as well as in North and South America for companies such as Unilever, Unifruco and Capespan International. For Mr. Southwood's profile, visit www.bluehorseassociates.com.

"The time is right for Bluehorse to solidify its presence in the North American market, which is evolving rapidly for sustainability and lifecycle management, and we are delighted to have Andrew onboard to drive market expansion," Bluehorse President Sara Pax explains. *"Companies now understand the 'Why?' of sustainability; so, we are looking forward to helping them understand the 'How?' of making smarter business decisions - with Carbonostics."*

Also joining the Bluehorse team is **Ricardo Teixeira, PhD**, who has been appointed to the position of **Technical Director**, effective immediately. Teixeira is an environmental engineer specialized in sustainability and lifecycle assessments (LCA) of agricultural production. He is responsible for the compliance and alignment of existing and future tool development and databases to international standards. For Mr. Teixeira's profile, visit www.bluehorseassociates.com.

"With his experience in agricultural sustainability and lifecycle assessment, Ricardo adds depth to our science team," comments Anne Himeno, VP, Innovation & Development. "He also brings knowledge of how to apply LCA to mainstream business,"

About Bluehorse Associates

Bluehorse Associates is a pioneer in the sustainable metrics field. The company delivers innovative SaaS tools that provide decision-makers with clear, usable information for their businesses and brands. In addition to offices in the US and France, Bluehorse has field offices in the UK and the Netherlands. www.bluehorseassociates.com

Carbonostics® is a smart, hybrid lifecycle decision tool for food products developed by Bluehorse to meet the needs of food manufacturers and retailers, food service providers as well as consultants and academics. www.carbonostics.com

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