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FOR IMMEDIATE RELEASE

**Leaders Met to Map the Green Frontier for the
Facility Care Industry**

Sustainable Facility Care Forum features top sustainability leaders and experts

WASHINGTON, D.C. – [April 30, 2008] – More than 250 industry leaders came together today at the Sustainable Facility Care Forum, a one-day plenary event designed to give members of the facility cleaning and management industry as well as other interested parties an opportunity to better understand trends in sustainable facility care.

The event was co-hosted by JohnsonDiversey Inc., a leading global provider of sustainable cleaning and hygiene solutions, and the Leonardo Academy, a non-profit organization dedicated to sustainability in buildings.

To mark the occasion, JohnsonDiversey Chairman S. Curtis Johnson presented the Sam Johnson Leadership in Sustainability Award to Furman University of Greenville, S.C., for its outstanding dedication and achievement in sustainability. Furman's sustainable initiatives include:

- Broad application of green cleaning practices;
- Having the first building in the state to earn LEED certification from the U.S. Green Building Council;
- Proclaiming 2007 as the Year of the Environment; and
- Mounting an educational outreach campaign aimed at building environmental awareness on campus and throughout the community.

"Furman University has developed an exemplary culture of sustainability, one that permeates the school's mission and differentiates it among liberal arts colleges throughout the country," Mr. Johnson said in presenting the award to Furman. "In recognition of its leadership in promoting principles of sustainability across its campus and throughout its community, I am honored to present this award to Furman University."

A panel of judges from the Leonardo Academy selected the winner of the award. Criteria included a proven track record of sustainable facility care, green building practices and certifications, organizational commitment and communication to key constituents.

The forum was held at the recently opened Newseum, the interactive museum of news. Attendees included building service contractors and in-house facility service providers from higher education, health care, government and retail, as well as distributors and property managers.

“Our objective for this forum was to promote the exchange of practical ideas for sustainable facility care,” said JohnsonDiversey President and CEO Ed Lonergan. “We were pleased to have some of the best minds in the sustainable facility care movement join us for this dialogue.”

The morning keynote speaker, Kevin Kampschroer, acting director for the U.S. General Services Administration’s new Office of Federal High-Performance Green Buildings, kicked off the forum with a presentation on the relationship between human behaviour, facilities and business. The GSA and government facilities at all levels are drivers of sustainable facility care.

Yale University Professor Daniel Esty, co-author of the book *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build Competitive Advantage*, made the business case for sustainability. He discussed the relationship between environment and corporate strategy, and showed how leading-edge companies have leveraged environmental commitment into business development strategies.

The forum also featured two panel discussions, which included facility care leaders and industry experts from various organizations. Both panels developed a definition and economic argument for sustainable facility care through demonstrated best practices and metrics.

Morning panelists included: Carl Smith, executive director, GREENGUARD Environmental Institute; Jeanne von Zastrow, senior executive, Food Marketing Institute; Randy Pilon, president, Virox Inc.; Dr. Steven Spivak, chair of science advisory committee, Cleaning Industry Research Institute; and Doug Gatlin, vice president of market development, U.S. Green Building Council. The panel was facilitated by Rich DiPaolo, senior editor of *Cleaning and Maintenance Management* magazine.

Afternoon panelists included: George Lohnes, vice president of marketing, UGL Unicco®; Bob Hodnik, director of facilities management, University of Pittsburgh Health Plan; George Thomlison, manager of human resources and procurement, University of Alberta; Craig Sheehy,

president and CEO, Envision Realty Services; and Robert Garrity, senior vice president, store planning, construction & conservation, Giant Eagle Inc. Dan Weltin, editor of *Sanitary Maintenance* and *Contracting Profits* magazines, facilitated the panel.

The Leonardo Academy will produce a white paper capturing the day's proceedings, deliberations and presentations. For more information, please visit www.facilitycareforum.com.

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About JohnsonDiversey

JohnsonDiversey Inc. is a leading global provider of commercial cleaning, sanitation and hygiene solutions, serving building service contractors as well as customers in the lodging, food service, retail, health care and food and beverage sectors.

JohnsonDiversey is one of four separate companies controlled by the Johnson Family of Racine, Wisconsin, US. With sales into more than 160 countries, JohnsonDiversey provides customers worldwide with the products, solutions and expertise to make their facilities the safest and cleanest in the world. To learn more, visit www.johnsondiversey.com.

About the Leonardo Academy

Leonardo Academy is a 501(c)(3) non-profit organization founded in 1997. It is dedicated to advancing sustainability and putting the competitive market to work to improve the environment.

Leonardo Academy is a "Think and Do Tank." It develops and distributes strategies, guidance, metrics, standards, education and information on how to increase sustainability. It also helps companies, organizations, families and individuals successfully promote, encourage and implement sustainability. Its integrated approach makes sustainability very practical for its clients. For more information on Leonardo Academy, visit www.leonardoacademy.org.