



PRESS RELEASE

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Kaplan EduNeering and Seventh Generation Introduce Sustainability Institute *Online Sustainability Learning Program Is Central to Business Strategy*

December 1, 2009 - Princeton, NJ and Burlington, VT – Kaplan EduNeering, a leading provider of compliance and knowledge management solutions, and Seventh Generation, a pioneer and leader in sustainability, announced the launch of their new Sustainability Institute. The Kaplan EduNeering/Seventh Generation Sustainability Institute (www.InstituteSustainability.com) will provide business and governmental managers, employees, subcontractors and supply chain partners with best practices and specialized training in the development and implementation of sustainability initiatives.

“Sustainability is a holistic, systems-based learning approach to living well today by employing business practices that enable future generations to live better tomorrow,” said Lisa Clune, President of Kaplan EduNeering. “The Kaplan EduNeering/Seventh Generation Sustainability Institute provides practical guidance and training for business practices that are responsive to the principles of sustainability and to the financial expectations of stakeholders.”

“There is now compelling evidence that sustainable companies enjoy a competitive advantage over organizations that continue to embrace an exclusive focus on short term profits,” said Jeffrey Hollender, Executive Chairman of Seventh Generation. “That business paradigm is now seen as counterproductive, not only for society and the natural world but also for company stakeholders. Organizations are beginning to understand that responsible corporate behavior has become a business imperative and that it will only become increasingly more important in the future.”

Although recent studies confirm the belief among business professionals that environmental, social and governance activities create shareholder value and increase consumer loyalty, a study by MIT Sloan Management Review and Boston Consulting Group reports that only 30% of firms are implementing sustainability practices.

The Kaplan EduNeering/Seventh Generation Sustainability Institute provides:

- An online library of courses, including *Sustainability 101*, *Sustainable Supply Chain* and *Greenhouse Gas Management*. Each of these modules addresses one of the essential business practices in an effective sustainability program. The Sustainability Institute courses are also a good primer for companies seeking distribution with Wal-Mart and that must adhere to Wal-Mart's Sustainability Index. Kaplan EduNeering is a pioneer in online learning and has developed more than 4,000 custom courses and learning exercises for its clients and a library of 550 standardized compliance and regulatory courses.

Page 2: Kaplan EduNeering and Seventh Generation cont.

- Ten video modules for ongoing sustainability learning, with topics ranging from “*Developing a Sustainability Mindset*” to “*Be Transparent.*” The video series includes five modules centered on sustainable business practices. Each of these modules addresses one of the essential business practices in an effective sustainability program. The videos feature Jeffrey Hollender, Seventh Generation’s co-founder and current Executive Chairman. As the company’s Inspired Protagonist, Jeffrey has advised Fortune 500 companies and authored best-selling books including *How to Make the World a Better Place: A Guide for Doing Good* and *What Matters Most - How a small group of pioneers are teaching social responsibility to big business - and why big business is listening.* Jeffrey’s newest book, *The Responsibility Revolution*, is scheduled for publication in March 2010.
- An online toolkit called the *Sustainability Communication CoachSM (SCC)*, which includes articles, brochures, mini-training modules, case studies and other resources to develop and sustain an ongoing, enterprise-wide sustainability communications program. The SCC is modeled after Kaplan EduNeering’s widely used *Ethics Communication CoachSM*, which now includes 2,000 tools and celebrates its ten-year anniversary in 2009.
- Optional services, including sustainability consulting, through Seventh Generation’s professional staff and an exam prep package for the LEEDv3 (Leadership in Energy and Environmental Design). A Green Associate certificate awarded by the Green Building Council can be provided by Kaplan AE Education.

“The gap between ‘recognizing’ the value of sustainability and ‘achieving’ that value is costing businesses around the world billions of dollars in lost profits,” said Lisa Clune. “The Kaplan EduNeering/Seventh Generation Sustainability Institute provides the broad resources to help companies understand and achieve the tangible benefits of sustainable business practices.”

About Kaplan EduNeering

Kaplan EduNeering (www.kaplaneduneering.com) is part of Kaplan, Inc., a leading global provider of educational services to individuals, schools and businesses. Kaplan is a subsidiary of The Washington Post Company (NYSE: WPO). Kaplan EduNeering develops technology-enabled knowledge solutions for assuring regulatory compliance and improving business performance. Kaplan EduNeering is headquartered in Princeton, NJ, and has offices in Houston, TX, Bloomsburg, PA, and London, UK.

About Seventh Generation

Seventh Generation is a leader in corporate responsibility and sustainable business practices and is committed to being the most trusted brand of household and personal-care products for your living home. It derives its name from the Iroquois belief that “In our every deliberation, we must consider the impact of our decisions on the next seven generations.”

For information on Seventh Generation cleaning, paper, baby and feminine personal care products, to find store locations, and explore the company's website visit www.seventhgeneration.com. To read more about Seventh Generation's corporate responsibility, visit the Corporate Consciousness Report at: www.seventhgeneration.com/corporate-responsibility/2008.

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