

**FOR IMMEDIATE RELEASE**

## **New Carbon and Environmental Markets Partnership Launched**

### ***Eron Bloomgarden Joins EKO Asset Management***

**New York, NY, March 28, 2011** -- EKO Asset Management Partners, LLC (“EKO”) and Equator LLC (“Equator”) today announced they have reached an agreement to form a new strategic partnership focused on environmental and ecosystem service markets. Through the partnership, EKO and Equator have agreed to collaborate by leveraging resources and experience from both firms to provide advisory products and services. Under the terms of the agreement, the firms will jointly develop offerings to assist clients with strategic, transactional and technical solutions across a suite of environmental markets, including carbon, water, forestry, avoided deforestation (REDD), agriculture, biodiversity, and ecosystem mitigation.

Both EKO and Equator have industry-leading expertise in carbon and environmental markets as asset managers and advisors. EKO recently launched the EKO Green Carbon Fund (GCF), the first fund focused specifically on investments in land-based carbon assets for the US market. Equator is the co-manager of the Eco Products Fund, a private equity vehicle that invests in and manages projects that generate environmental commodities from forest and land-use activities.

As part of the agreement, Eron Bloomgarden will join EKO as a Partner in the firm’s New York office where he will manage the activities of the new partnership, as well as serve on the Investment Committee of the Green Carbon Fund and assume broader responsibilities across EKO. Bloomgarden, who is an adjunct Professor at Columbia University, was President of Equator’s Environmental Markets business, and previously served as US Country Director at EcoSecurities, an international CDM project developer. Under the agreement, Bloomgarden will continue to provide support for Equator’s asset management business.

“We are extremely pleased to team with Equator and also welcome Eron Bloomgarden as our newest partner,” said Jason Scott, co-founder and Managing Partner of EKO. “This partnership builds on our long-time relationships with Equator and its extraordinary team. We believe their strong expertise in environmental markets combined with the expertise and capabilities of EKO will make for a powerful partnership.”

Equator CEO Gerrity Lansing said, “We are delighted to be partnering with EKO and feel strongly that this combination will form an industry-leading platform. This partnership further enhances our capabilities across a broad spectrum of environmental markets.”

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Ricardo Bayon, a partner at EKO and one of the firm's founders, said, "Pressure on global ecosystems is accelerating, and we see pricing carbon and ecosystem services as one of the only ways to reverse this trend. Our partnership with Equator will enable us to better provide strategic, transactional, and technical advice to our clients."

### **About EKO Asset Management:**

EKO Asset Management Partners ([www.ekoamp.com](http://www.ekoamp.com)) is a specialized investment and advisory firm focused on discovering and monetizing unrealized or unrecognized environmental assets. EKO invests in projects and companies that create environmental value, as well as advises landowners, companies, investors and government agencies that can benefit from existing and emerging environmental markets. EKO strives to harness the power of capital markets to allocate resources to their highest and best ecological use, and to help preserve ecosystems for future generations. The company, based in New York City, was founded in 2008 by a team of professionals experienced in environmental markets, banking, and investment management.

### **About Equator:**

Established in 2007, Equator, LLC ([www.equatorllc.com](http://www.equatorllc.com)) is a timberland and environmental asset management firm. With main offices in New York City, and Sao Paulo, Brazil, Equator is focused on the convergence of institutional timberland investment, and development of environmental commodities derived from carbon and water.

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