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MARYLAND ZOO RECEIVES NEW ENERGY EFFICIENT LIGHTING UPGRADES FROM ELEPHANT INSURANCE'S EcoAd FUNDING

Giraffe House benefits from LED lighting retrofit made possible by CBS EcoMedia advertiser

BALTIMORE, MD. – The Maryland Zoo in Baltimore was presented with a check today from Kevin Chidwick, CEO of Elephant Insurance Services, and Paul Polizzotto, president and founder of CBS EcoMedia Inc., to provide financial support for the new energy-efficient LED (light-emitting diode) lighting upgrade in the Giraffe House at the Zoo. Together with Don Hutchinson, president and CEO of the Zoo, and Jay Newman, president and general manager of WJZ-TV, they cut the green ribbon on the building to celebrate completion of the new lighting system project.

“The Giraffe House was opened in 1966, and has been in need of some renovations, including an updated and expanded lighting plan,” said Don Hutchinson. “Through WJZ-TV and EcoMedia, we were able to not only improve the lighting throughout the Giraffe House, but also improve the energy efficiency of the building. As a conservation organization, these changes are a vital part of our commitment to the environment.”

Through the EcoMedia partnership with the Maryland Zoo, Elephant Insurance's EcoAd advertising provided the funding to support the installation of new energy-efficient LED lighting throughout the Giraffe House, which will result in energy savings for the city and the Zoo, and provide a more appealing experience for zoo visitors.

“We are happy to partner with WJZ on their Eco Media Campaign to help make the Baltimore Zoo more ecofriendly,” said Kevin Chidwick, CEO of Elephant Auto Insurance. “How could we resist partnering with the zoo to make the world a greener place? For Elephant Auto Insurance, it made perfect sense! We are a paperless company, and in the corporate world being green isn't an easy undertaking. We encourage our employees to be ecofriendly and wanted to take that enthusiasm outside the office.”

The retrofit also includes updated lighting for the keeper service areas, which gives the staff a better working environment. The lighting retrofit is part of the Zoo's Giraffe House renovation project which will reduce energy use, reduce energy costs and reduce the amount of CO2 emissions from the Zoo. The lighting retrofit will provide 140 hours of green job labor

while in its first year cutting energy use by 2191 KWh of electricity, saving taxpayers \$2,102 in energy costs and reducing the Zoo's CO2 emissions by 17,064 pounds.

“This is a brighter day for the giraffes at the Maryland Zoo. Thanks to Elephant Insurance, the lighting in the Giraffe House is now energy-efficient. Not only is their habitat brighter, the lighting retrofit will save the Zoo money that will now be redirected into other much-needed programs and operations,” said Paul Polizzotto, president and founder of EcoMedia. “Public-private partnerships like this one are what inspire us at EcoMedia. We're excited to be partnering with Elephant Insurance and putting the funding from their EcoAd to work on such a meaningful retrofit.”

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About CBS EcoMedia, Inc.:

At EcoMedia, we're propelled by the desire to create positive social change; that's been our mission since we founded the company in 2002. In 2008, after successfully partnering with CBS on a wide range of environmental projects, EcoMedia became the newest addition to the CBS Corporation portfolio, exponentially scaling our reach across television, radio, interactive, publishing and outdoor media.

Through our patent-pending EcoAd, WellnessAd and EducationAd programs, an innovative twist on traditional advertising, advertisers are able to support much-needed local projects which in turn creates jobs, saves taxpayer money and improves the quality of life in communities nationwide. In the process, we're fundamentally altering the advertising landscape, elevating the ordinary, traditional commercial – and media, in general – into a catalyst for tangible, quantifiable social change. Please visit ecomedia.cbs.com to learn more.

By participating in EcoMedia's EcoAd, WellnessAd and EducationAd advertising programs, EcoMedia's advertisers agree to provide funding for projects we believe will have a beneficial effect upon the environment, health and/or education within local communities. EcoMedia's advertising programs are not certification programs nor are the EcoAd, WellnessAd or EducationAd logos seals of approval. EcoMedia does not in any way certify, endorse or make any representations about EcoMedia program advertisers, their products or services.

About Elephant Insurance:

Elephant Insurance is a wholly owned subsidiary of Admiral Group, plc, which has 17 years of experience in auto insurance and nearly 2 million policies worldwide. As part of the Admiral Group plc, Elephant shares in their commitment to providing reliable coverage and excellent service at affordable rates. In addition to supporting their customers they also support their namesake. They work with the Born Free Foundation, an international wildlife charity working to reduce animal suffering and to encourage people around the world to treat all animals with respect. They are also very proud to support the work of Tusk, a charity that promotes the conservation of African wildlife, and particularly the protection of endangered species.

About The Maryland Zoo in Baltimore:

Founded in 1876, the Maryland Zoo in Baltimore is the third oldest zoo in the United States and is internationally known for its contributions in conservation and research. More than 1,500 animals are represented in the Zoo's varied natural habitat exhibits in areas such as Polar Bear Watch, the Maryland Wilderness, African Journey and the award-winning Children's Zoo.

Situated in Druid Hill Park near downtown Baltimore, the Zoo is accredited by the Association of Zoos & Aquariums. For more information, visit www.marylandzoo.org.