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NEWS.COM.AU LAUNCHES 2009 GREEN AWARDS

David Higgins, editor of *news.com.au*, today announced the launch of the 2009 Green Awards.

The *news.com.au* Green Awards recognise and celebrate everyday Australians tackling the environmental challenges facing our country and the world through clever, adaptable innovations.

Mr Higgins said the awards were coming at a crucial time for all Australians.

“A *news.com.au* survey carried out for the 2009 Green Awards found that with the current economic crisis, the environment has become less of a priority for some Australians.

“But while the economy will recover, the effects of climate change are often irreversible.

“The *news.com.au* Green Awards aim to identify quiet achievers working behind the scenes to limit the impact of climate change.

“We encourage readers to get involved by nominating everyday people with novel approaches or clever, practical measures that can be adopted at home, work or in the local community.”

This year Toshiba has donated more than \$30,000 in prizes.

The winners of each of the categories* and the overall People’s Choice winner will receive a Toshiba Portégé R600, the world’s ‘greenest’ notebook according to the Greenpeace Green Electronics Survey 2008.

Toshiba’s lightest notebook is ENERGY STAR® 4.0 compliant, and features a LED backlit display and the latest CPU. There is also an option for a Solid State Drive (SSD) as a storage medium that results in low energy consumption and long battery life, further reducing its environmental impact.

The *news.com.au* Green Award categories are:

- The *news.com.au* Green Hero award
- The *news.com.au* Junior Green Hero award
- The *news.com.au* Green Invention award
- The *news.com.au* Green Town award
- The *news.com.au* Green Scientific Breakthrough award
- The *news.com.au* Green business award
- The *news.com.au* Environment 2.0 award
- The *news.com.au* Australian Solution award
- The *news.com.au* Green Household award
- The *news.com.au* Can Do Better citation

(please see media release appendix for full descriptions of the each of the categories)

Former Miss Universe Australia and TV presenter Erin McNaught, joined the singer Kate Miller-Heidke, and other high-profile Australians to help launch the awards in an online video appearing on *news.com.au*.

"Everyday Australians have faced up to some tough times this year. But the global threat of climate change is still our greatest challenge.

"We want you to help us find and reward the best that Australians are doing in tackling the biggest challenge of our generation."

The shortlist of four in each category will be selected by senior editors at *news.com.au*. Determining the category winner will be a panel comprising:

- Climate change expert, Professor Barry Brook, from the University of Adelaide
- Dr Tony Wilkins, Manager, Environment and Climate Change for News Limited
- *news.com.au* editor, David Higgins
- *news.com.au* readers

Readers can nominate themselves or someone they feel deserves the recognition by using the entry form on *news.com.au*.

Nominations for the *news.com.au* Green Awards open today and close at 5pm AEST on 24 July 2009. Finalists will be announced on 17 August 2009. Winners will be announced on 7 September 2009.

For more information on the *news.com.au* Green Awards, visit:
<http://www.news.com.au/greenawards>.

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Please note images of former Miss Universe Australia Erin McNaught in a park with the Toshiba prize are available upon request.

To view the interactive promotional video, visit: <http://www.news.com.au/greenawards>

For further information on the Toshiba Portégé R600, please visit

<http://www.toshibanotebooks.com.au>

Further information about Toshiba's environment commitment can be found at:

<http://www.isd.toshiba.com.au/environment>

* All categories except the 'Can do Better' category

The full list of Award categories including an explanation on each are below:

The news.com.au Green Hero award

This award recognises an Australian who has shown extraordinary leadership or innovation in addressing the challenges posed by climate change and environmental impact.

The news.com.au Junior Green Hero award

This category awards a young Australian (aged 18 or under) who has shown extraordinary awareness or leadership in addressing the challenges posed by climate change and our environmental impact.

The news.com.au Green Invention award

This award recognises a simple, cost-effective Australian solution for tackling an environmental problem. It could be something so simple and innovative you wonder why no one thought of it before.

The news.com.au Green Town award

This category recognises a local authority in Australia which has come up with a measure that has had a dramatic effect on reducing the environmental impact of people in the council area.

The news.com.au Green Scientific Breakthrough award

This category recognises an Australian theoretical breakthrough, experiment, or body of research that lays the groundwork for tackling a significant environmental problem. Research areas could include meteorology, climate change, botany, physics, engineering and chemistry.

The news.com.au Green Business award

An award for an Australian individual or organisation making a significant contribution to environmental protection through innovative measures involving staff, resources or new business practices.

The news.com.au Environment 2.0 award

This award recognises an Australian website or a web-based service providing innovative help for people wanting to reduce their impact on the environment.

The news.com.au Australian Solution award

Awarded to an Australian individual or organisation showing innovation in facing up to the challenges posed by the unique Australian environment.

The news.com.au Green Household award

Awarded to an Australian individual or household with the most practical and innovative solutions for tackling environmental issues in the home.

The news.com.au Can Do Better citation

This category is aimed at highlighting examples of poor environmental management or practices. Nominations may be for an Australian individual or organisation either straggling or doing environmental damage by their actions - or lack of them.