

NEWS RELEASE

For immediate release

**CLEANMETRICS RELEASES INDUSTRY'S FIRST BUSINESS ANALYTICS SOLUTION
FOR WASTE REDUCTION AND RESOURCE EFFICIENCY**

Hosted Solution Helps Businesses Slash Costs and Reduce Emissions

PORTLAND, OR — October 12, 2011 — Businesses now have unprecedented ability to reduce the economic and environmental costs of waste and inefficiency across their value chain, using a new hosted software application introduced today by CleanMetrics Corp.

MetaFlowScope™ from CleanMetrics is the first and only business analytics solution to deliver:

- Top-down estimates of material quantities ending up in the waste stream
- Full economic and life-cycle environmental impacts of material waste
- Detailed breakdown of waste composition, prioritized by economic and environmental opportunities

“We developed MetaFlowScope to do one thing better than any analytics tool on the market: increase the efficiency of resource use in any business or operation,” said Kumar Venkat, president of CleanMetrics. “Extrapolating from a recent study in the UK, we believe waste reduction alone in the US could save businesses more than \$400 billion and cut national greenhouse gas emissions by six to seven percent.”

MetaFlowScope is designed for use across a range of industries, including manufacturing, agriculture, food processing, food service, retail, construction and more. The application targets the three environmental metrics that are most critical for businesses and consumers: greenhouse gas emissions, energy use and water use. MetaFlowScope also provides [scope 3 emissions](#) reporting, along with scopes 1 and 2, as an easy byproduct of resource analysis.

More than an environmental sustainability tool, MetaFlowScope is a full-fledged business efficiency solution that can be used in operations, procurement, planning, finance, product development, as well as sustainability monitoring and reporting. Businesses using MetaFlowScope will simultaneously save money, increase resource productivity and reduce emissions.

How MetaFlowScope works

An easy-to-deploy hosted solution, MetaFlowScope analyzes material and energy flows through an enterprise, facility, plant, process or any other unit of operation – and at any level of detail, ranging from a high-level organizational view to a detailed process view. It quantifies both economic and environmental values of resources used and waste generated and helps identify profitable opportunities for waste reduction, waste diversion, material substitution, energy substitution, process optimization and product redesign.

Price and Availability

MetaFlowScope is available immediately in two forms:

- Expert turnkey solution delivered by CleanMetrics: prices start at \$2500
- Software subscription: prices start at \$500/month for a single corporate end user

About CleanMetrics

CleanMetrics Corp., based in Portland, Ore. and founded in 2007, is dedicated to solving problems in environmental sustainability through innovative software tools, databases and consulting services grounded in robust analytical techniques. CleanMetrics is a leader in applying quantitative methods to help businesses become more resource efficient and profitable. For more information about CleanMetrics, visit www.cleanmetrics.com or call 503-719-8510.

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