

Environmental and Paper Use Compliance Commitment

Lightning Demand Press Inc. is committed to protecting the environment and to the responsible use of natural resources. As a printer, with paper a core part of our business, we are concerned about the future of the world's remaining Endangered Forests and the environmental impacts of paper production. We are committed to implementing policies that will support the preservation of Endangered Forests globally and advance best practices within the book and paper industries.

Toward these ends, Lightning Demand Press Inc., as of January 1, 2010, hereby establishes the following policy goals:

1. For books printed and bound in our facilities, Lightning Demand Press Inc. shall make its best efforts to eliminate the use of papers that may contain fiber from Endangered Forests as soon as possible.
2. By 2012 we will endeavor to increase average annual utilization of recycled fiber, measured in tons, to a 30% level (majority postconsumer).
3. By 2012 we will endeavor to utilize FSC (or equivalent) certified papers, for at least 20% of paper-use.*
4. Lightning Demand Press Inc. will communicate these long-term policy goals with current and future merchants or mills by circulating this letter and including relevant language in bid solicitations and contract negotiations.
5. Lightning Demand Press Inc. will communicate these goals as a first step in the process of reaching our environmental objectives. We will encourage merchants or mills to explore challenges and find solutions. If vendors are unwilling to engage in the necessary process to meet our product and pricing needs, then we will consider doing business with alternative vendors.
6. Where feasible, we will give purchasing preferences to papers that meet the criteria outlined in goal number two. Additionally, we will give purchasing preference to papers produced without the use of chlorine compounds.
7. Lightning Demand Press Inc. will aggressively pursue efforts to minimize paper-use through efforts to maximize efficiencies and reduce waste.
8. As a means of accomplishing our goals Lightning Demand Press Inc. will develop a plan of action with clear benchmarks and timelines. We will also track and report our progress towards reaching the stated goals.
9. We will make our best effort to implement policies that are consistent with the Green Press Initiative's Guidelines for Paper Use-Printer Version. (see attached document).

* Note from #3. Currently, the Forest Stewardship Council (FSC) certification is widely accepted as the best practice standard for forest management. At such time that additional certification standards meet the rigorous criteria of the FSC, then Lightning Demand Press Inc. will also utilize paper with fiber that is certified by according to these additional standards.

In recognition of the need to preserve natural resources and protect Endangered Forests, we also commit to encourage other printers and suppliers to develop similar strategies and policies.

Signed,

Krishna Prince
President
Lightning Demand Press Inc.

