



Greening the Globe One Business at a Time™

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## **Earth Day Marks Anniversary of HaraBara *Daily Brief*™--One year of helping companies make Smarter Green Decisions™**

**Green start-up reaches milestone after publishing daily newsletter for one year for growing audience.**

**San Francisco, CA – April 22, 2010** – HaraBara, Inc. announced today that B2B green newsletter HaraBara *Daily Brief* has achieved one year of publication since its first issue on April 23, 2009.

Green/sustainability-oriented items that are relevant for businesses are selected from traffic being harvested for HaraBara GreenBase™ and delivered electronically in the free newsletter. Items cover current and historic information relating to green, sustainable, environmentally oriented products, company actions, technology, research, engineering, and government developments. They are from multiple channels including news, blogs, company and government websites, social network conversations, and across all media types such as rss, html, xml, pdf, video, and others. Each reviewed item in GreenBase includes a proprietary assessment of source reliability.

"HaraBara *Daily Brief* gives us a chance to share with our subscribers around the world some of the most interesting items we add each day to GreenBase," said Dr. David Wheat, co-founder of HaraBara and editor of the newsletter. "We know that all companies are facing green challenges, each in its own way, and our readers can see what other companies are doing, how regulations are evolving, and how markets are developing. The focus on information that could make a difference to your business is what makes *Daily Brief* different. Of course we hope readers will delve into GreenBase to get more information in the particular areas that concern them."

HaraBara *Daily Brief* subscriptions, five days a week or Friday only, are available free of charge at <http://harabara.com/index.php/daily-brief/subscribe.html>. An archive of past issues is at <http://harabara.com/index.php/daily-brief/daily-brief-list.html>.

### **About HaraBara**

HaraBara is the information gateway for companies that are turning green challenges into business opportunities. Founded in 2008 and headquartered in San Francisco, HaraBara is building HaraBara GreenBase, an *essential information resource* for businesses, with a comprehensive, in-depth way to access actionable information related to green, sustainable, environmentally oriented products, company actions, technology, research, engineering and government developments. Learn more at [HaraBara.com](http://HaraBara.com).

HaraBara Daily Brief utilizes a subset of GreenBase data and is received daily by many leading companies globally.