



ViridiSTOR & Go Green Expo Announce Green Box™ Solution For Replacing Paper Handouts at Premier Eco-Friendly Event

Tustin, Calif., February 24, 2011 – [ViridiSTOR](#) LLC and [Go Green Expo](#) LLC announced today an agreement to introduce the Green Box™ Solution for replacing distribution of paper-based marketing materials and collateral at the Go Green Expo, April 15-17 at the Los Angeles Convention Center.

Launched in 2008, the Go Green Expo has become one of the nation's premier eco-friendly events, with each expo featuring more than 250 exhibitors, more than 50 speakers and nearly 10,000 attendees. This year's event will feature appearances by a number of notable environmental figures including Captain Paul Watson, of the hit TV series Whale Wars, actress and author Mariel Hemingway, and actor / activist Ed Begley, Jr.

The ViridiSTOR Green Box™ Solution provides trade shows and conference promoters with a way to dramatically reduce the volume of waste created from the distribution of paper-based handouts, catalogs, brochures, and other literature, thereby reducing the overall carbon footprint of the show. At the same time, using electronic distribution of marketing materials gives exhibitors far greater latitude for creation of marketing collateral that can be distributed at much lower cost.

"It isn't uncommon for the average trade show attendee to lug forty pounds of materials around the show floor," said Terry Mullin, CEO of ViridiSTOR. "If you look at a show with 10,000 attendees, that equates to 200 tons of paper -- not to mention the pollution caused by the production and shipping of those materials to and from the show."

The Green Box™ Solution stores exhibitor materials electronically on a "green box" within each booth. Each attendee receives a complimentary USB device that they plug into an exhibitor's green box to download materials, thus eliminating the cost and need to print paper materials.

"Go Green Expo is committed to taking a leadership role in promoting eco-friendly products and services and educating business owners and everyday consumers on the benefits of living a greener lifestyle," says Bradford Rand, President/CEO of Go Green Expo LLC. "It makes perfect sense for us to partner with ViridiSTOR and move toward a paperless show. When fully implemented, we expect to eliminate tons of waste from every show we produce while enhancing the attendees' ability to actually use the information they collect."

The ViridiSTOR Green Box solution significantly reduces the environmental impact of trade shows and conferences, and greatly reduces the cost of participation at events for exhibitors while providing unmatched utility and ease of use for the attendees. "With the Green Box solution, we are possibly the only go-green initiative that saves money while saving the environment" added Mullin. "Exhibitors can now hand out more information on their great products and services to attendees with less expense than paper-based collateral, and attendees can then share it with anyone they wish at the click of the mouse" concluded Rand.

The Green Box™ Solution will be demonstrated with 100 USB devices being distributed to press, analysts, speakers, and select attendees and exhibitors at the Go Green Expo, April 15-17, 2011 at the Los Angeles Convention Center with plans to implement show wide at the 2012 event. Viridistor will be located in booth 429, directly across from the keynote presentation stage.

About Viridistor

Viridistor LLC was established in 2008 with the goal of providing environmentally sound business solutions for the information technology market. Viridistor's solutions will address the "going green" initiatives that affect



businesses, governments, institutions and individuals alike. The Green Box™ solution is the first in a planned series of products and services designed to radically transform how information is exchanged throughout the public and corporate or professional sectors. Based in Tustin, Calif., the company was founded by a group of executives who bring to bear decades of technology product development and marketing.

For additional information please visit the company's web site at <http://www.viridistor.com>.

About Go Green Expo

Launched by Bradford Rand and his team at Expo International, the idea was conceived after he viewed the film "An Inconvenient Truth." As a producer of over 800 shows & job fairs since 1993, he knew that a showcase of all of the latest & greatest eco-friendly products would make for a solid new trade show.

Each event features hundreds of companies that have products or services that are going green or are already eco-friendly. From eco-fashion, hybrid cars, home & building products, baby & pet items, health & organic food, there is something for everyone who is interested in reducing their carbon footprint. Speakers, leaders & authors such as Ed Begley Jr., Mariel Hemingway, Josh Dorfman, David Bach, Kevin Wall, Eric Corey Freed, and Robin Wilson have all spoken at Go Green Expo to help educate both business owners and everyday consumers the benefits of living a greener lifestyle. Even the event itself is environmentally friendly striving for a minimal carbon footprint approach to event production. The event uses biodegradable trash bags, eco-friendly printing, table coverings, recycled signs, compostable sponsor banners and paperless ticketing and more.

Editors & Analysts

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Go Green Expo

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