



ViridiSTOR to Support the American Society for Microbiology in "Going Green" at 50th Annual Branch Meeting

Tustin, Calif., March 23, 2011 – ViridiSTOR LLC announced today that the Arizona/Southern Nevada Branch of the American Society for Microbiology (ASM) will use its technology to replace the distribution of paper-based conference materials and collateral at its 50th annual ASM branch conference on April 16th at Northern Arizona University in Flagstaff.

ViridiSTOR provides conference organizers with a way to dramatically reduce the volume of waste created from the distribution of paper-based handouts, presentations, posters, and other literature, thereby reducing the overall carbon footprint of the event. Simultaneously, using electronic distribution of these materials gives presenters far greater latitude in the creation of materials for end user consumption. The ViridiSTOR Presenter application included on the USB device, provides attendees the ability to share the proceedings and information from a conference with others upon their return.

"It isn't uncommon for the average conference attendee to take away multiple binders of conference materials and handouts totaling 40 pounds of paper or more," said Terry Mullin, CEO of ViridiSTOR. "In a conference with 10,000 attendees, this can be significant and can equate to 200 tons of paper. This also does not take into a count pollution caused by the production and shipping of materials to and from the conference."

The ViridiSTOR Presenter™ application stores all conference materials electronically in a virtual library. Attendees can review speaker biographies, session descriptions, and presentations along with supporting documentation such as reports, studies and even videos from all conference sessions. Unlike paper handouts, materials can be prepared in full color and be fully searchable making it easy to find any information from any included document.

"The ViridiSTOR Presenter™ will allow us to be good environmental stewards while at the same time allowing our conference attendees to do so much more with the information shared at the event," said Peter Polsgrove, President-Elect of the Arizona/Southern Nevada Branch of the ASM. "The content shared at our conference lends itself well to an electronic application that allows users to further analyze and interpret the materials."

ViridiSTOR significantly reduces the environmental impact of trade shows and conferences, and greatly reduces the cost associated with the production of conference materials 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. "And because of the ability to distribute and manage a wealth of information, there is a much greater probability that the materials will be used rather than ending up on a bookcase."

About ASM

The American Society for Microbiology, headquartered in Washington, D.C., is the largest single life science association, with over 43,000 members worldwide. Its members work in educational, research, industrial, and government settings on issues such as the environment, the prevention and treatment of infectious diseases, laboratory and diagnostic medicine, and food and water safety. The ASM's mission is to gain a better understanding of basic life processes and to promote the application of this knowledge for improved health and economic and environmental well-being.



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>.

###

Editors & Analysts

For press inquiries, additional information, and/or photographs, please contact:

ViridiSTOR

Jeff Lau, Director Product Marketing ViridiSTOR Tel: 714.389.5378 ext. 7

Email: jlau@viridistor.com