

netSpray Unfurls Green Leaf Program to Mark Earth Day

Social ad marketers showcase environmentally conscious products and services.

Austin, TX (April 22, 2009) — netSpray, a social ad marketing company that monetizes online seller's investment in the social web with lead generation ad widgets, is proud to announce a new program aimed at providing environmentally conscious buyers and sellers a chance to showcase and identify green products and services through our [newly launched website](#).

"We plan to support both the buying and selling communities as environmental lifestyles emerge more heavily mainstream. April isn't the only month that buyers seek out green products and services. Merchants and service providers can connect more efficiently with environmentally minded consumers through our ongoing *Green Leaf Program*," says Allen Hogan, netSpray's Founder and VP of Products.

Carnegie Mellon University's Green Design Institute recently released a study suggesting that consumers use 35% less energy when buying online instead of driving to a traditional retail store for many products. The study claims, 'Our results confirm prior findings that e-commerce delivery uses less primary energy and produces less CO2 emissions than traditional retailing...Overall, e-commerce had about 30% lower energy consumption and CO2 emissions compared to traditional retail using calculated mean values.'

netSpray users help promote and support a culture of greater sustainability when they use its e-commerce site. "It's true, our users save energy and now they can even promote and choose to support an environmentally sound lifestyle through their buying and selling. We know this is important to so many consumers. User feedback and desire are what this program is really all about. It is something that we believe is needed, and we see our customers and their customers asking for this type of environmentally conscious change. So we are delivering it to them," says Mr. Hogan.

Through netSpray's *Green Leaf Program*, sellers are asked a few environmental-based questions about each item they are listing. When the product or service satisfies the question and proves to be green, netSpray automatically places a leaf on the listing to help buyers identify green products or services more easily.

It doesn't do the shopping for them, but it does provide buyers a means to separate the wheat from the chaff, if you will. Visit the netSpray blog to see learn more about this program and to see the the [video statement](#) that accompanies [this announcement](#).

netSpray CEO and President, Ray Wolf says, "We plan to have the program evolve along with user suggestions. This is a fundamental component of our social responsibility and customer experience program. We always encourage users to have a voice and our mission is to serve and provide our customers with innovative applications and service solutions to make their lives easier and more efficient. We really enjoy the time we spend with our customers and consider our website more theirs than ours...well, it's a shared playground."

About: Creators of Social Ad Marketing (SAM), netSpray provides applications and managed services to monetize and drive conversion capital for the individual, small to medium businesses and enterprise seller. netSpray's patent pending methodology with integrated inventory and time controls, equips sellers with the ability to place and monitor offers in a variety of social media including blogs, social networks, classifieds, and emails.