

Azumano Travel

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**Travel
Services**
Representative

Executive Offices
320 SW Stark Street
Suite 600
Portland, OR 97204
503-223-6245 or 800-777-2018
www.azumanotravel.com

NEWS RELEASE

CONTACTS: Sho Dozono, President & CEO
Phone: (503) 223-6245
Email: sdozono@azumano.com

FOR IMMEDIATE RELEASE

Nancy Parrott, Director of Leisure Sales & Marketing
Phone: (503) 221-6101
Email: nparrott@azumano.com

AZUMANO TRAVEL CHALLENGES INDUSTRY TO DEVELOP GREEN INITIATIVES

PORTLAND, OREGON (September 24, 2007) —Nationally ranked Azumano Travel is challenging others within the industry to follow its lead in developing green initiatives as a means of combating the serious threat to the earth's ecosystems posed by air travel, the fastest-growing contributor to climate change.

"Travel agencies and airlines need to address the issue of climate change head on, or we'll be swept under in the wake," says Sho Dozono, president & CEO of Azumano Travel. "There is a cost to get involved, but the positive effects will pay off in the long run."

Azumano Travel, an American Express Travel Services Representative, is partnering with the Bonneville Environmental Foundation (BEF) on a number of initiatives that will provide renewable energy offsets. BEF is the largest non-profit provider of Green-e certified renewable energy products.

"Our offset method," says Dozono, is through the purchase of Green Tags provided by BEF. These Green Tags support clean, renewable energy – mainly wind power."

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Azumano's green travel initiative is multi-faceted. After buying offsets to make all offices of Azumano Travel and its affiliate companies, Azumano International and Premier Gateway, carbon neutral, Azumano is providing ways for corporate and vacation clients to voluntarily purchase carbon offsets.

Says Dozono, "I won't push large corporations to make all of their air travel carbon neutral – it could be quite a financial commitment. My intent is to see how much they can green. Rather than ask them to go for 100%, we might suggest that they look at 35% or even 10%."

Azumano is also working closely with American Express in an effort to expand Green awareness through its network of representative retail travel agencies. The '07 American Express National Meeting later this month will be completely carbon neutral through Green Tags. The national meeting will provide a platform for demonstrating the benefits of greening to hundreds of retail travel agencies.

Additionally, Azumano is engaging cruise lines, airlines, and other travel suppliers regarding the benefits and ease of offsetting their environmental impact through the Green Tag program. Reaching in other directions as a result of Azumano's partnership with the honeymoon gift registry, TheBigDay.com, wedding guests will be able to purchase Green Tags as a gift in order to reverse emissions created as a result of the wedding couple's honeymoon trip.

For Dozono, it's no longer a question of whether the industry will embrace steps to address climate change. "The only real alternative would be carbon-neutral transportation," he said. "And I don't think that at this point there's a large enough market for travel by barge to support us all."

About Azumano Travel:

Azumano Travel was founded in 1949 in Portland, Oregon and has been a member of the American Express Representative Network since 2001. Azumano is a multifaceted enterprise with a combined staff of 250 and sales revenue of more than \$225 million. The company has offices in Portland, Beaverton, Tigard, Salem, Corvallis and Eugene in Oregon; Vancouver, Seattle and Redmond in Washington; and an office in Anchorage, Alaska. For more information of Azumano Travel, please visit www.azumanotravel.com.

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