



MEDIA RELEASE

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Adam Internet pledges commitment to sustainability

Leading South Australian Internet Service Provider (ISP), Adam Internet, is encouraging its staff and customers to commit to sustainable living by throwing its support behind Adelaide's inaugural Savings & Loans Green City Festival 2008 (February 17).

The company has provided IT solutions to support the Elder Park event, and established a sustainable living 'pledge station' in the staff recreation room at its central Adelaide headquarters.

Employees visiting the station will be able to log on to the Green City website – www.greencityfestival.com.au - and make a personal pledge to protect the environment.

The company has also added information about the Festival onto its website, encouraging customers of Adam Internet to review their own impact on the environment and identify areas for improvement.

"Adam Internet is proudly South Australian, and on both a personal and professional level we want to make sure we play our part in protecting the environment in which our customers live and work," said Adam Internet Managing Director, Scott Hicks.

Mr Hicks, who has also signed on as a personal supporter of the Green City concept, said it was his view that people often failed to act on their desire to protect the environment, because they lacked clear information and support in developing their own sustainable living plans.

"What Green City will demonstrate is how truly simple it is to make a difference, and the impact one small change can have on the future of our planet," said Mr Hicks.

The Festival will be held on the first day of the third International Solar Cities Congress 2008, to be staged in Adelaide from 17 to 21 February.

Green City will feature 'look, feel and learn' sessions and demonstrations on sustainable living, as well as a food and market bazaar, the 'Sun City' kids area, and a music, entertainment and art space, known as the 'Green Room'.

Adam Internet has provided technology for the event's five pledge kiosks, which will be set up throughout Elder Park to encourage visitors to make a commitment to change by modifying their behaviour in one or all of the five key areas impacting upon sustainable living – water, waste, energy, transport and food.

Mr Hicks said he and his wife Catherine – who have already made their pledge - have been conscious of their impact on the environment for some time, regularly using grey water for gardening and ensuring all appliances are switched off at source when not in use.

"We are both very aware of our responsibility to protect the planet and its natural resources, but through signing up with the Festival, we have discovered there is even more we could be doing – and with little effort on our part," said Mr Hicks.

Adam Internet was recently acknowledged as the fastest growing IT and communications company in SA. In the 2006/2007 financial year, the company recorded a turnover growth of almost 70 per cent.

Further media information:

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