



News Release

Contact:
Nicole Fenner
303-679-8340
Nicki.Fenner@metavu.com

MetaVu
2240 Blake Street, Suite 200
Denver, Colorado 80205

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FOR IMMEDIATE RELEASE

MetaVu to lead sustainability sessions at the 33rd Annual International Conference of the Product Development and Management Association

DENVER, COLORADO – MetaVu, a leading sustainability and environmental performance consultancy specializing in industries with heavy environmental footprints, announced today that principal Paul Alvarez has been selected by the Product Development and Management Association to lead 2 sessions on sustainability at the Association's 33rd Annual International Conference in Anaheim, California November 3rd and 4th.

In the first of 2 sessions executives from corporations that are recognized environmental leaders in their respective industries will describe how environmental performance is influencing product development, product management, and entire corporate business models. Scheduled presenters include Peter Sigmon, VP of Innovation at Shaw Industries, the world's largest carpet manufacturer; Ellen Feeney, VP of Responsible Living at healthy foods innovator White Wave Foods (Horizon Organic®, Silk® Soymilk and Rachel's™ Yogurt); and Steven Mudd,

Product Manager of Xcel Energy's Windsource™, the largest renewable energy program in the U.S.

In the second session, Mr. Alvarez will discuss how corporations are seizing market opportunities and mitigating market risks associated with increasing environmental awareness and regulation. He will help conference attendees understand the business case for championing top sustainability and environmental performance in their organizations, and lead a panel discussion of Session 1 presenters.

"We are so honored that the Product Development and Management Association has selected Paul to lead these sessions," said Mark Serwinowski, CEO and Founder of MetaVu. "Paul's 20-year career in product development and product management, combined with his depth of experience in sustainability and environmental performance improvement, make him the perfect person to lead these sessions."

MetaVu Business Consulting helps clients define, develop, and implement Sustainable strategies that seize market opportunities and mitigate business risks associated with increasing environmental awareness and regulation. The Company advises clients on sustainable approaches to business throughout the value chain, from product and business innovation and operations process optimization to product and asset portfolio strategy and management. MetaVu's consulting services, subscription products and implementation support provide consistent, thought-leading, practical value to clients in sectors with heavy environmental

footprints including Agriculture, Building Products, Chemicals, Consumer Products, Forest Products, Manufacturing, Mining, Oil and Gas, Transportation, and Utilities. Highly satisfied Fortune 500 clients include Anadarko Petroleum, Chevron, CN, Devon Energy, Georgia Pacific, Hess, Noble Energy, and Xcel Energy. For more information about [MetaVu](#) and its consulting services, subscription products, and implementation support contact Nicole Fenner at 303-679-8340 or nicki.fenner@metavu.com.