



Greening the Globe One Business at a Time™

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HaraBara™, Inc. announces Milestone in Building of HaraBara GreenBase™, a Sustainability-Oriented Database

Combination of patent pending editorial technology and taxonomy allows for processing of more than 50,000 sustainability-oriented topic-based informational items within 90 days

San Francisco, CA – November 3, 2009 – HaraBara, Inc. announced today that its editorial efforts over the last 90 days reached 50,000 informational items that were filtered and reviewed for inclusion into HaraBara GreenBase.

Only green/sustainability-oriented items that are relevant for businesses are considered for inclusion in the data repository. The informational items cover current and historic information relating to green, sustainable, environmentally oriented products, company actions, technology, research, engineering, and government developments.

The informational items originate across multiple channels and media types, including news, blogs, company and government websites, social network conversations, and across all media types such as rss, html, xml, pdf, video, and others. Each reviewed item includes a proprietary assessment of source reliability.

The patent pending combination of technology and editorial process for filtering and database ingestion provide highly relevant topic-oriented data for businesses making decisions about their sustainability efforts.

"The HaraBara editorial technology allows for very efficient ingestion and qualification of b2b information into GreenBase" says Dr. David Wheat, HaraBara content chief. "Filtering and reviewing tens of thousands of items within such a short period of time is remarkable and a credit to our team's editorial efforts."

"HaraBara has put together a comprehensive, in-depth informational resource that saves us time, money, and reduces our risks by helping us to decide on which sustainability efforts to concentrate" says Fernando Bolaños Valle, CEO, AgroAmerica.

HaraBara GreenBase is organized into two dozens main topic areas with hundreds of detailed subject categories, such as waste-to-energy containing more than 50 informational items. Every day HaraBara selects important items for inclusion in its Daily Brief, a once-a-day newsletter.

"HaraBara Daily Brief enables me to identify trends in the field of sustainability which helps SGS provide the most relevant services to our clients" says Jennifer McDonnell, Business Development Manager, SGS Consumer Products Division.

HaraBara GreenBase and the Daily Brief are currently in beta and subscriptions are available free of charge at www.HaraBara.com.

About HaraBara

HaraBara™ is the information gateway for companies that are turning green challenges into business opportunities. Founded in 2008 and headquartered in San Francisco, HaraBara is building HaraBara GreenBase, an *essential information resource* for businesses with a comprehensive, in-depth way to access actionable information related to green, sustainable, environmentally oriented products, company actions, technology, research, engineering and government developments.

HaraBara Daily Brief utilizes a subset of GreenBase data and is received daily by many leading companies globally.

About AgroAmerica

Agroamerica is one of the most important agribusinesses in Guatemala and around the world. It has operations in Central America and in the south of Mexico, with more than 8,000 workers who make the process of economic development possible within Guatemala as well as the region as a whole.

About SGS

The SGS Group is the global leader and innovator in inspection, verification, testing and certification services. Founded in 1878, SGS is recognized as the global benchmark in quality and integrity. With more than 55,000 employees, SGS operates a network of over 1,000 offices and laboratories around the world.