
FOR IMMEDIATE RELEASE

CLIMBING and URBAN CLIMBER Magazines Announce Carbon Neutrality

New York, NY and Boulder, CO - August 8, 2007 - Skram Media, publishers of CLIMBING and URBAN CLIMBER Magazines, today announced plans to purchase carbon offsets to minimize the environmental impact of their business. In addition to offsetting the emissions of its offices, the leading outdoor publisher is also compensating for the CO2 emissions created from the printing and distribution of the magazines themselves.

Working with Carbonfund.org, the leading non-profit climate-change-solution provider in the United States, Skram Media will neutralize its carbon footprint through reforestation projects. Carbonfund.org supports renewable energy, energy efficiency and reforestation projects globally that reduce carbon dioxide emissions and the threat of climate change.

This initiative by Skram Media to diminish their carbon footprint is the latest move to minimize the environmental impact of its business, which includes a commitment to print their magazines on 100% recycled paper.

"CLIMBING and URBAN CLIMBER have been printed on recycled paper for almost a year now," says Publisher Mark Crowther. "This year, in addition to expanding our coverage of environment-related issues including Sustained - our new department in CLIMBING - and our regular Access Fund column in URBAN CLIMBER, we wanted to make the magazines themselves more accountable."

"Seeing the leadership on this issue coming from the publishing side of the outdoor industry is a blue sky day," said Michael Stewart, Partnerships Manager for Carbonfund.org. "Skram Media, one of our new CarbonFree™ partners, decided to not only offset their normal office emissions, but the green house gas emissions produced from making it and moving it - now that's a real effort to leave no trace, for the product that the consumer has in their chalked-up, tape wrapped hand. With their dual track operation of using recycled paper and compensating for the magazines direct CO2 footprint, Skram Media has taken to heart our motto: Reduce What You Can, Offset What You Can't," Stewart added.

"These days I don't think people really have much of an option anymore whether or not they'll choose to live an environmentally conscious lifestyle. There's no real decision to be made there. It's simple - act now or perish. We have to reverse the past so that we can believe in a future. We're just doing our part," says Joe Iurato, the editor of URBAN CLIMBER.

"This is yet another great step, including our longstanding commitment to in-office recycling of paper and containers, toward making the titles even greener," adds Matt Samet, the editor of CLIMBING.

About Skram Media

Skram Media is the publisher of CLIMBING Magazine, URBAN CLIMBER Magazine,

CLIMBING.com, URBANCLIMBERMag.com, and UCTV. Founded in 1970, CLIMBING Magazine is the journal of record for climbers worldwide. Together with its leading Web site, www.climbing.com, CLIMBING reaches more climbers worldwide than any other climbing magazine. URBAN CLIMBER MAGAZINE founded in 2004, is the leading youth focused climbing magazine. UCTV (www.ucmag.tv) is the leading destination on the Internet for climbing video entertainment. For more: skrammedia.com.

About Carbonfund.org

Carbonfund.org is the country's leading carbon reduction and offset organization.

Carbonfund.org educates the public about the dangers of climate change and makes it easy and affordable for individuals, businesses and organizations to reduce their climate impact.

Carbonfund.org works with over 100 corporate and non-profit partners including Discovery Channel, Dell, Yakima, Environmental Defense, Orbitz and Surfing Magazine.

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