



GREENTRAKS SELECTED AS A “START-UP OF THE YEAR” FINALIST FOR THE 29TH ANNUAL INNOVATION AWARDS

GREENTRAKS IS JOINED BY MEMBERS OF ITS PARTNER AND CUSTOMER NETWORK AS NOMINEES AND WINNERS OF THE PRESTIGIOUS INNOVATE NORTH STATE AWARDS

Marysville, CA. December 10, 2013 – GreenTraks is proud to announce its selection as a finalist in the “Start-Up of the Year” category of the 29th Annual North State Innovation Awards. GreenTraks, a provider of cloud-based energy-efficiency and sustainability management and reporting solutions, was one of seven other companies within the Start-Up of the Year category. Over 200 nominations were received for the 2013 Innovation Awards.

Innovate North State covers the North State region from Davis to the Oregon border. Attendees, nominees and award recipients are from game-changing companies ranging from early-stage start-ups to well-established companies. According to Ryan Rogers, GreenTraks CEO, “To be recognized as a finalist by this renowned organization is an honor to companies that pride themselves on innovation and supporting the North State area. We are especially proud to be among some of GreenTraks’ partners and customers for the Innovation Awards. Audrey Taylor of Chabin Concepts, a GreenTraks Affiliate Partner, won the “Lifetime Achievement Award” and GreenTraks customer Premier Mushrooms won the “Sustainability Innovation Award.”

GreenTraks is committed to developing innovative products and services aligned with its mission of being a champion for energy-efficiency, energy management and sustainability. Added Ryan Rogers, “GreenTraks helps organizations communicate their overall sustainability initiatives and accomplishments, so we are especially privileged to be recognized alongside finalists in other categories like Lundberg Family Farms and Sierra Nevada Brewing Co., that are known for their commitment toward engaging in environmental stewardship. And finally, we congratulate College Scheduler, winner of this year’s ‘Start Up of the Year’ award.”

About GreenTraks, Inc.

Based in California, privately-held GreenTraks emerged from a fuel and petroleum distribution company tracking energy usage of commercial fleets and bulk fuel. GreenTraks cloud-based energy-efficiency management and reporting suite of subscription-based services includes Energy Tracking, Sustainability Marketing and Advanced Reporting which can be used to track any type of energy source including electricity, natural gas, water, waste or other customer specific commodities. Through a trusted network of strategic partners, industry vendors and suppliers, GreenTraks guides organizations toward saving

money, and growing their business through positive behavior change, promotion of sustainability accomplishments and a commitment toward environmental stewardship. Visit www.greentraks.com for more information.