



## GREENTRAKS ANNOUNCES THREE NEW PRESTIGIOUS SALES PARTNERS TO SUPPORT ONGOING GROWTH

### GREENTRAKS EXPANDS PARTNER NETWORK TO INCORPORATE FINANCIAL, REAL ESTATE AND ENVIRONMENTAL EXPERTISE FROM AWARD-WINNING ORGANIZATIONS

**Marysville, CA. November 25, 2013** - GreenTraks, a provider of cloud-based energy-efficiency and sustainability management and reporting solutions, announces three new sales partners which will be instrumental in driving additional customer growth. All three new partners bring unique expertise to the GreenTraks' portfolio of Channel and Affiliate Partners.

GreenTraks' sales partners benefit through revenue-generating opportunities and value enhancement of their existing offerings. Channel partners also benefit from GreenTraks' third-party validation services of their energy-efficiency equipment performance. Companies including energy consultants and vendors that enter sales partner relationships with GreenTraks, often begin by partnering as an authorized Affiliate Partner, which is a free partner program. Partnering with companies that align with GreenTraks' goals of promoting energy-efficiency behavior change in organizations, supports GreenTraks' mission of providing the best energy-tracking services and value to customers.

According to Kevin Cochran, GreenTraks COO, "As we grow our channel and affiliate partner programs, we are proud to add organizations that bring exceptional talent and dedication to energy-efficiency and sustainability initiatives. Green Key Commercial, GreenCloud Technologies and Jon Gregory (Innovate North State) exemplify organizations and individuals whom are interested in being champions of energy efficiency and greenhouse-gas reduction." Each of the new GreenTraks partners have strong leadership and influence within the industry and markets served:

- **Green Key Commercial:** Green Key Commercial is a full-service company applying a holistic and sustainable approach to all facets of the life of a property. Green Key Managing Director Carolyn Pistone is a Certified Green Building Professional® and is EcoBroker-certified. Carolyn and Green Key Commercial recently received the [2013 Facility Managers Recognition Awards](#).
- **GreenCloud Technologies:** Owned by Patrick Driskel, GreenCloud Technologies helps commercial businesses save money by utilizing energy-efficient, sustainable green technologies. Patrick is also a distributor for ClearWater Tech, LLC (CWT), a leading designer, manufacturer and marketer of ozone generation equipment and components to service water and air purification applications and markets. CWT markets globally using a professional distributor and

dealer network. The company has over 200,000 installations on six continents.

- **Jon Gregory:** Joining GreenTraks as its Venture Development Advisor and an affiliate program member, Jon Gregory is the co-founder and Managing Director of Innovate North State, a leading regional innovation catalyst organization, and a General Partner in the Northern California Investment Fund LLC, a regional angel investment fund making seed-equity investments in high-potential entrepreneurs. Innovate North State launched the “530” Angels Network providing seed capital in the Northern California region for high-impact start up and early-stage companies. Previously, Jon started Golden Capital Network (GCN) as a non-profit entity to showcase early-stage companies to investors, and he hosted over 50 venture forums across California and northern Nevada featuring over 2,000 companies to over 300 different investors. He also established Jon Gregory Economic Development 2.0 consulting focusing on sustaining economic growth through innovation and entrepreneurship, and is a co-founder of the Sacramento Regional Technology Alliance (SARTA).

GreenTraks remains focused on expanding its affiliate and partner network to increase customers and penetration within its markets. One of GreenTraks key differentiators is its ability to leverage core relationships and collaborate with industry and market leaders that are aligned with GreenTraks mission and strategy.

#### **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](http://www.greentraks.com) for more information.