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**THE 2010 ENERGY TRUST BETTER LIVING SHOW GOES DIGITAL WITH ITS SUSTAINABLE
BUSINESS-TO-BUSINESS SECTION AT THE PORTLAND EXPO CENTER, MARCH 26-28**

*Learn About the Latest in Green Tech Solutions for the Workplace Featuring Sustainable Software,
Document Storage, and the Latest in Text Advertising and QR Codes*

PORTLAND, Ore. – March 16, 2010 – The third annual Energy Trust Better Living Show boasts sustainable and green technology with the premier of its Business-to-Business (B2B) section, March 26-28 at the Portland Expo Center. During this free three-day festival, business owners and decision makers will find green solutions including custom high-end software, electronic document management software, small business consulting, commercial solar, enviro loans, text advertising, and custom QR Codes.

Additionally, the show itself goes digital with green technology from Bear Printing and 1st Screen Mobile. Featured on all promotional posters, Bear Printing created a custom QR Code for the Better Living Show. Attendees can download a free application on their phone, scan the code located at the bottom of each poster, and be automatically directed to the show's Web site. Attendees also have the chance to take advantage of the new virtual information booth. Guests can text the word 'better' to 244326 while at the show, and ask a show question. Using technology from 1st Screen Mobile, show staff will provide immediate answers to attendees throughout the event. Both of these solutions have enabled Blue Ocean Events, producers of the Better Living Show, to print fewer materials and use fewer resources.

"We are thrilled about the green technology involved in this year's show," explains show producer Michael O'Loughlin of Blue Ocean Events. "It demonstrates that going green doesn't have to be hard work, but is actually more accessible to businesses in today's digital world."

Along with Bear Printing and 1st Screen Mobile, the sustainable B2B section gives attendees the chance to learn about other green solutions and technologies for the workplace.

Following are some of the featured B2B companies:

- Formos—Learn about high-end custom and sustainable software for you business, including web and mobile applications.

- ColumbiaSoft—Provides businesses with an alternative to paper storage, saving more than 100 to 200 pounds of disposed paper annually per office worker.
- My Environmental Consultant—Offers small business consulting in Oregon and Washington, providing responses to environmental concerns and regular business inspections.
- ShoreBank Pacific—Offers enviro, small business loans and works with companies to focus on long-term goals and lasting positive change in the community, environment and economy.
- City of Portland, BES/Pollution Prevention Outreach Team—Focuses on helping to create green businesses for a cleaner earth. The program, EcoBiz, recognizes and certifies businesses that reach high standards in environmental protection.
- DWA Trade Show & Exposition Services—Provides full custom design and green sign production, using a Bio Hybrid Printer and Mubio Ink, recognized by the EPA's Design for the Environment program.

Attendees can also learn from seminars by experts on various sustainable business topics, including:

- How You Can Make an “Eco Living” and Reap the Rewards
- Greening Your Company & Reducing Chemical Waste
- Commercial Basics of Going Solar
- Ideas and Solutions for Greening Your Next Event: A How-To Discussion

For a complete schedule of show seminars, visit: <http://betterlivingshow.org/seminar>.

About The Energy Trust Better Show

Free to the public, the Energy Trust Better Living Show, the Northwest's largest sustainable lifestyle show, takes place Friday, March 26 from noon – 9 p.m.; Saturday, March 27 from 11 a.m. – 9 p.m.; and Sunday, March 28 from 11 a.m. – 5 p.m. at the Portland Expo Center. The Better Living Show is designed to empower attendees to become more thoughtful consumers and lessen their impact on the environment by learning about sustainable, healthy and practical lifestyle products and services. For more information, visit www.betterlivingshow.org.