

FOR IMMEDIATE RELEASE

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Contact: Chris Byrnes, President
616-396-6101, chris@viabilityonline.com

Viability Launches Energy Subscription Service, ViAlign™

New service will provide companies with piece of mind when making sustainability decisions

HOLLAND, MI - December 2, 2009 - Viability, LLC announces the launch of ViAlign™, an information subscription service that delivers up-to-date communication on relevant grants, incentives, legislation and technologies for companies pursuing renewable energy or energy-efficiency projects.

The new ViAlign service monitors, tracks and then summarizes and communicates available energy incentive opportunities for subscribing clients. Viability, a West Michigan economic and environmental consulting firm, operates the ViAlign service.

The company has been assisting businesses in identifying grants and incentives for the past six years.

James Bruckbauer, Viability's Research Coordinator and co-creator of ViAlign, says the need for such an information service is evident.

"Grants, incentives and other financial tools from all sources of government have never been more available, but at the same time, have never been more difficult to track," says Bruckbauer.

"While companies are becoming increasingly pressured to become more environmentally sustainable, simply attempting to keep ahead of the trends requires time, energy, salaries and constant filtering of information. But with ViAlign, the client's goals become Viability's goals, and the client can focus on what they do best, and leave the research and monitoring to us."

ViAlign subscribers will have access to grant and incentive requirements and availability at federal, state and local levels. Other considerations that impact energy incentives, such as legislation and policy interpretations, will also be monitored and incorporated into recommendations.

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Clients can choose a subject—such as wind or geothermal—and a State for monitoring, and Viability will offer custom recommendations based on available grants, incentives, technologies and legislation. For instance, if a company were considering undertaking a solar project in Kansas, Viability would monitor all funding sources that become available to fund a solar project in Kansas and then advise subsequent action to maximize funding opportunities.

The program's resources begin with research capabilities and extend to engineering and carbon management based on the specific needs, direction and action of the client.

"Businesses in energy intensive sectors, like agribusiness, food processing and manufacturing, stand to gain the most from ViAlign," says Viability President Chris Byrnes. "Proactive companies will try to precede the trends in this area so they can capitalize on the ever-changing funding opportunities."

Interested companies can visit <http://www.viabilityllc.com/services/vialign> to learn more or call 616.396.6101.

ABOUT VIABILITY

Since 2003, Viability, LLC has partnered with a wide range of businesses in over 20 states and secured millions in grants and incentives. The ViAlign service is part of Viability's comprehensive energy solutions that include domestic and international carbon credit development, grant and incentive research, citywide carbon action plans and renewable energy project implementation.

For more information on Viability, please visit www.viabilityllc.com

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