

MEDIA RELEASE
28 July 2008**Dowerin GWN Machinery Field Days activates Carbon Conscious Program**

Carbon Conscious Ltd (ASX - CCF) is pleased to announce an exciting partnership with the 2008 GWN Dowerin Machinery Field Days. The Dowerin GWN Machinery Field Days Carbon Conscious Program has been set up with the aim to offset carbon output of elements of the event and will be achieved by planting Mallee Eucalypt Trees in the Western Australian Wheatbelt.

The Dowerin GWN Machinery Field Days Carbon Conscious Program was activated when mallee trees were planted in the WA Wheatbelt recently. The long term aim of the program is to offset greenhouse gas emissions that will result from a number of energy consuming activities at the Dowerin GWN Machinery Field Days. Carbon Conscious has also taken out a Silver Sponsorship at the event and the lifestyle pavilion will now be known as the Carbon Conscious Lifestyle Pavilion. Trees planted as part of the Carbon Conscious Program will go towards offsetting some of the pavilions energy emissions.

Dowerin Field Day Marketing Manager Wendy Newman said: "The Dowerin GWN Machinery Field Days recognises the affects of climate change in rural Australia and we are extremely pleased to enter into a partnership with WA based company Carbon Conscious. Our aim is to continue to reduce the carbon footprint of the event each year. The first step in the process is to activate the program and we believe this is a fantastic initiative. In future years we plan to look at ways of involving exhibitors' and the general public where they can actively contribute to planting trees for many years to come. We are conscious of doing our bit for the environment and given farmers are the heart and soul of the event; it makes perfect sense to engage in a program that will inevitably benefit them in the long run".

Mike Shields Non Executive Director of Carbon Conscious and Wongan Hills Farmer said: "Once the 2008 Dowerin GWN Machinery Field Days are completed we plan to conduct a thorough audit of the carbon footprint from on-site energy consumption and exhibitors travel to and from the event. This year is the beginning of what we believe will be a rewarding long-term partnership between Carbon Conscious and The Dowerin GWN Machinery Field Days. This is a fantastic outcome for both parties and importantly there will be significant positive outcomes for WA farmers"

Carbon Conscious will exhibit at this year's Dowerin GWN Machinery Field Days and welcomes the opportunity to discuss with farmers how they can become involved in the Company's Carbon Capture Program and benefit financially in carbon share farming.

The Carbon Conscious Carbon Capture Program broadly involves partnering with farmers, carbon emitters and investors to create a carbon sharing arrangement that delivers benefits for all stakeholders.

The Company will develop large-scale carbon sinks (or "carbon estates") in Western Australia's Wheatbelt region, through its Carbon Capture Program.

The program is based on planting native mallees to store or 'sequester' carbon from the atmosphere.

It's an exciting business model that involves the business partnering with farmers, major carbon emitters and business to create value for all stakeholders.

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