

17 October, 2008



Carbon Trading First a Win for Ocean, Soil and Atmosphere.

Three Australian businesses today announced the first completed transaction of carbon credits from Australia's newest carbon trading scheme.

Recipient of the carbon credits is Reef Ball Australia, an organization at the forefront of the new economy that is playing its part in environmental sustainability by constructing artificial reefs for coastal protection and fisheries enhancement.

The artificial reefs are specifically designed to be environmentally friendly and to promote the rapid growth of coral and other reef species that help re-establish healthy marine ecosystems.

"Although greenhouse emissions are relatively low from our product, they do exist and our aim is to be completely carbon neutral" says David Lennon, Director of Reef Ball Australia

Reef Ball Australia purchased its first carbon credits from the Townsville based provider Prime Carbon, an Australian leader in the establishment of systems to produce, aggregate and trade carbon credits.

Debra Burden, CEO of Prime Carbon says that the transaction, was the first for Prime Carbon and they were delighted that it supported the ambitions of an environmental restoration business like Reef Ball Australia.

Prime Carbon's carbon credits are generated through a unique and simple "Soil Enhancement and Carbon Sequestration Program" which restores Australia's agricultural soils by absorbing carbon from the atmosphere.

As well as improving the soil, the program also reduces the run off of nutrients to the sea, improving the marine environment.

"This positive connection to the sea made the credits an ideal choice for our ongoing programs", says Mr. Lennon.

The deal was brokered by sustainable development consulting firm, SEA O2. Managing Director of SEA O2, Mr. Guy Lane, says that the global economy and the planet is on the verge of a new wave of prosperity generated by strengthening ecosystems instead of depleting them.

"This carbon offset initiative benefits regional farmers, the atmosphere and the marine environment, as well as the businesses involved" says Mr. Lane.

"Carbon finance is one of the tools for the new economy," he says.

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