



Contact: **Starkman & Associates** Jeff Richardson 212-252-8545, ext. 11 jrichardson@starkmanpr.com

NYC Green Car Named Official Hybrid Car Service for the Climate Group's "Together" Campaign

New York, June 5, 2008

NYC Green Car, a hybrid luxury car service committed to embracing environmentally sound business practices, was designated Official Hybrid Car Service for The Climate Group's "Together" campaign, which was launched at a high-profile event this morning in Manhattan's Times Square.

The Climate Group is a global, independent non-profit organization dedicated to building public-private partnerships to find solutions to climate change. Its "Together" initiative, which launched in the U.S. this morning following its successful U.K. debut last year, unites consumers, brands, cities, and non-profits in a consumer-engagement campaign that promotes simple, practical products, services, and initiatives that save energy, save money, and help save the planet.

"We applaud the mission of the 'Together' campaign, which seeks to help people understand the many useful ways we can all go about our regular activities in a more environmentally benign manner," said Darren Manelski, NYC Green Car's founder and president. "NYC Green Car is similarly founded on this premise of making smarter eco-choices. Starting with the state-of-the-art hybrid cars we drive, every decision made in the process of launching NYC Green Car was done with an eye toward providing travelers with a convenient, environmentally sound solution for those times when mass transit is not a viable option."

NYC Green Car's eco-commitment extends well beyond maintaining a fleet comprised solely of upscale Lexus and Toyota hybrids and adhering to smart environmental practices on the road and in the office. In keeping with a sense of shared responsibility to preserve the city's greenscape, NYC Green Car will donate 10% of its annual profits to New York City-based organizations dedicated to environmentally productive activities such as planting trees, cultivating community gardens, and cleaning up neighborhood parks.

"We are proud to have been a participant in this morning's kickoff event, and we look forward to traveling many more green miles with The Climate Group and its 'Together' partners," Manelski added.

About NYC Green Car

Based in Manhattan's Greenwich Village, NYC Green Car is an eco-friendly, luxury car service serving corporate accounts and individual clients in the tri-state area. The company's fleet of standard and luxury hybrid vehicles provides passengers with a comfortable and convenient journey at rates that are competitive with traditional luxury car services. NYC Green Car is licensed and regulated by the NYC Taxi & Limousine Commission. For more information, please visit www.nycgreencar.com.

