

# PRESS RELEASE



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## CB RICHARD ELLIS PARTNERS WITH THE GREEN STANDARD ON GREEN PURCHASING TRAINING

### Program among First in Commercial Real Estate Services Industry

**Los Angeles, March X, 2010** – CB Richard Ellis Group, Inc (CBRE) today announced its partnership with THE GREEN STANDARD to provide training on green purchasing best practices for its building managers and sourcing specialists via THE GREEN STANDARD's Green Purchasing Accredited Professional Training. CBRE is the first commercial real estate services firm to incorporate such training into its sustainability platform.

The six online, anytime training modules created by THE GREEN STANDARD provide CBRE managers with a systems-based approach to discerning which standard, certification program or eco-label to use for a given product category. This training program allows participants to evaluate products more efficiently and to substantiate their selection more effectively.

"This program underscores CBRE's commitment to developing an effective and forward-thinking framework for product evaluation, not just despite – but also in response to – the current challenges in the real estate market," said Jeremy Benkin, procurement director for CBRE's Asset Services group. "Our managers are devoted to procurement processes and choices that are both fiscally and environmentally sound for our clients."

The content encompasses tools developed by a range of organizations and includes core principles; comprehensive standards and eco-labels; industry-specific standards and certification programs; and multiple and single attribute eco-labels. Each module in the Green Purchasing Accredited Professional Training includes both content presentation and learning application via an actual case study focused on a specific building project.

"In this training program, we are intent on supporting manufacturers and purchasers in sifting through a tsunami of green-wash," said Deborah Dunning, president of THE GREEN STANDARD. "Our goal is to support procurement professionals in reducing operating costs, as well as building footprints, by providing a systems approach to product specification and purchase."

## CB Richard Ellis Press Release

THE GREEN STANDARD has been recognized for its leadership in advancing global sustainability through the ways products are developed, selected and disposed of. The Environmental Protection Agency recently tapped THE GREEN STANDARD to create an exhibit on life-cycle approach to product selection that was presented in eight different U.S. locations. THE GREEN STANDARD also developed the Green Guide to NeoCon, winner of the top Edit Award in 2007 for a magazine supplement. For more information on the Green Purchasing Accredited Professional Training, go to [www.TheGreenStandard.org](http://www.TheGreenStandard.org)

### About CB Richard Ellis

CB Richard Ellis Group, Inc. (NYSE:CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services firm (in terms of 2009 revenue). The Company has approximately 29,000 employees (excluding affiliates), and serves real estate owners, investors and occupiers through more than 300 offices (excluding affiliates) worldwide. CB Richard Ellis offers strategic advice and execution for property sales and leasing; corporate services; property, facilities and project management; mortgage banking; appraisal and valuation; development services; investment management; and research and consulting. CB Richard Ellis has been named a BusinessWeek 50 "best in class" company for three years in a row. Please visit our Web site at [www.cbre.com](http://www.cbre.com).