

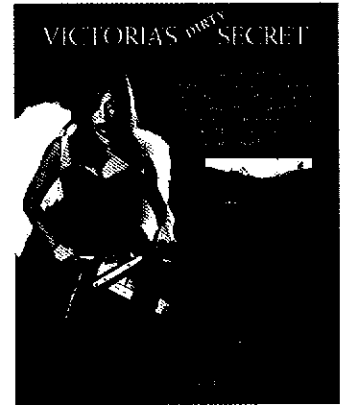
FOREST ETHICS IMPACTS

Because protecting forests is everyone's business

SPRING 2005

Victoria's Dirty Secret Campaign on NBC's "Today" Show

NBC's "Today" show recently ran a segment on ForestEthics' work to transform Victoria's Secret, giving the campaign incredible exposure among the show's **7 million viewers**. The segment—which included an interview with Executive Director, Todd Paglia, criticizing the lingerie retailer for the 395 million catalogs it mails out every year—came on the heels of the campaign's full-page ad in *The New York Times*. The ad generated media coverage across the U.S. and Canada, including articles in *USA Today* and *The Vancouver Sun*, and also puts pressure on the lingerie giant for mailing over a million of its catalogs a day, many of which are printed on trees logged from Endangered Forest regions like Canada's Boreal.



This ad generated media coverage across the U.S. and Canada, including an interview on NBC's "Today" Show.



THE CATALOG CAMPAIGN: How many catalogs have YOU received lately?

The catalog industry sends out **17 billion** catalogs a year—that's **59 catalogs** for every single American—and the majority of these catalogs are discarded without ever being looked at. If you're as outraged as we are, please visit www.VictoriasDirtySecret.net.

ForestEthics Convinces Catalog Giants to Increase Use of Recycled Paper

Williams-Sonoma and Dell have agreed to higher environmental standards under intense pressure from ForestEthics' Catalog Campaign. Launched in late 2004, the campaign has already made headlines across the U.S. and Canada for convincing **catalogers to increase their use of recycled paper**. Recent negotiations have

resulted in both companies taking a first step to use 10% post-consumer recycled paper for their catalogs, as well as agreeing to protect Endangered Forests and use FSC-certified products.



Approximately 8 million trees are cut down every year to produce catalogs.

VictoriasDirtySecret.net Viewed By Hundreds of Thousands

ForestEthics has launched a new website aimed at its primary target, Victoria's Secret, as part of its international Catalog Campaign. The site (VictoriasDirtySecret.net), which has already received **hundreds of thousands of visits**, highlights the lingerie retailer's egregious environmental record and includes a list of actions that Victoria's Secret needs to take to become more environmentally responsible. The website was also launched in conjunction with over 100 actions at Victoria's Secret stores across the country.

The website highlights the lingerie retailer's egregious environmental record and includes a list of actions that Victoria's Secret needs to take to become more environmentally responsible.