

# PLANKTOS

## PRESS RELEASE

EARTH DAY  
April 22, 2002

I am pleased to introduce **The Planktos Foundation** to you and announce that we are commencing our voyage of discovery today. Our mission is to generate a greater valuation of the ocean environment so that healthy oceans will be preserved, enhanced, restored, and conserved.

**Planktos** is working to establish *Eco-Assets* and deliver *Eco-Services* in the marine environment. *Eco-Asset* recognition and management brings rewards to many, including: individuals, governments and communities, and to the natural world itself. In doing so it provides a means by which industry can justify increasing their expenditures for the benefit of the environment.

*Eco-Services* help regulate and maintain local and global environmental quality as well as stabilize and sustain productive marine environments and biodiversity.

It is our belief that by working to establish both the aesthetic and economic value of ocean eco-assets the most powerful tools to preserve and protect these assets become available.

You may find information on **Planktos** at our new web site at [www.planktos.com](http://www.planktos.com)

Additionally you might listen to a recent interview with me on BBC Science Radio premier episode of the series "Costing the Earth" (April 4<sup>th</sup>, 2002). A link to the Real Audio program in the BBC program archive is provided below.

[http://www.bbc.co.uk/radio4/science/rams/costingtheearth\\_20020404.ram](http://www.bbc.co.uk/radio4/science/rams/costingtheearth_20020404.ram)

If you are interested in learning more about our work please contact us at [info@planktos.com](mailto:info@planktos.com).

Russ George  
[www.planktos.com](http://www.planktos.com)  
SV Sanctuary  
One Johnson Pier #36  
Half Moon Bay, CA 94019