



PRESS RELEASE

The Zeitz Foundation for Intercultural Ecosphere Safety Launches Inaugural Website

London, May 6, 2009 – The Zeitz Foundation for Intercultural Ecosphere Safety has launched its inaugural website, www.zeitzfoundation.org, showcasing the organization’s unique sustainability model and sustainability-related initiatives. The Zeitz Foundation for Intercultural Ecosphere Safety has already begun developing projects that promote and contribute to the sustainability of the Ecosphere, with a special focus on areas of high conservation value.

Founded by Jochen Zeitz, Chairman and CEO of PUMA, the Foundation and the work they aim to achieve is inspired by a vision of the ecosphere—our planet and all of its life-sustaining regions—in the healthiest possible state. Through investing in research and implementing innovative projects that balance conservation, community, culture, and commerce (what Zeitz calls the “4Cs”), the Foundation will promote holistic approaches to enhancing economic, environmental, and social sustainability, all for the greater goal of achieving intercultural ecosphere safety.

“Over the years, I have come to believe that if each of us were to find new ways to translate our passions into meaningful connections and make a contribution, whether small or large, toward achieving not only personal but larger social and environmental goals, then the world can undoubtedly change for the better. It is with my Foundation that I endeavor to do my part,” says founder Jochen Zeitz. “I chose today, May 6, to go live with the Foundation’s website as it marks the 150th anniversary of Alexander von Humboldt’s death. Von Humboldt was a scientist and explorer whose life’s work exemplified, even then in the 1800s, that all aspects of the world



are connected, and that addressing ecology and sustainability would be crucial to ensuring our survival.”

One of the Foundation’s objectives will be to create and support a worldwide alliance of Global Ecosphere Retreats (GERs)—privately-managed natural land areas of high conservation value that are dedicated to realizing the highest standards of sustainability. Listening to the experiences of stakeholders and local surrounding communities, encouraging communication, participation and creative expression, and protecting and preserving the integrity of the ecosystems found within these retreats, are all at the heart of the Foundation’s mission.

For more information about the Zeitz Foundation, visit www.zeitzfoundation.org.

The Zeitz Foundation for Intercultural Ecosphere Safety

The Zeitz Foundation for Intercultural Ecosphere Safety (I.E.S.) is inspired by a vision of the Ecosphere—our planet and all of its life-sustaining regions—maintained in the healthiest possible state, and is committed to promoting an inclusive, holistic paradigm of conservation that enhances livelihoods and fosters intercultural dialogue. The mission of the Zeitz Foundation is to invest in research, listen to the experience of local communities and stakeholders, and apply the knowledge gained to create sustainable, ecologically and socially responsible Global Ecosphere Retreats that protect and preserve the integrity of the ecosystems found within them, encourage communication, participation, and creative expression, and serve as a model for the vision of an Ecosphere in the healthiest possible state. Decisions made and actions taken by the Foundation are guided by the principles of being Fair, Honest, Positive and Creative. Founded in January of 2008 by Jochen Zeitz, Chairman and CEO of PUMA AG, a leading global Sportlifestyle company, the Foundation is a registered non-profit organization in Germany with representation in the United States, the United Kingdom, and Kenya.