



**MEDIA CONTACT**  
Jennifer Gregoire  
Lindblad Expeditions  
(212) 261-9008  
[jenniferg@expeditions.com](mailto:jenniferg@expeditions.com)

**FOR IMMEDIATE RELEASE**

**LINDBLAD EXPEDITIONS ANNOUNCES CLIMATE CHANGE  
ACTION PLAN**

*Encouraging More People to Be Part of the Conversation  
When It Comes to Global Warming*

**New York, NY, April 22, 2008** – Lindblad Expeditions ([www.expeditions.com](http://www.expeditions.com)), a leader in sustainable tourism, has announced a comprehensive climate change action plan focused on lessening the company’s environmental footprint while simultaneously increasing awareness of global environmental issues. The climate change action plan - which includes measurement, education, carbon offsets and policy components - was produced in conjunction with Clean Air-Cool Planet, the leading non-profit organization dedicated solely to finding and promoting solutions to global warming.

“We are proud to work with a company like Lindblad Expeditions that has a demonstrated track record in conservation and travel philanthropy and is now seeking to become a leader in helping to solve the climate change problem,” said Adam Markham, CEO of Clean Air-Cool Planet (CA-CP). “We believe the adoption of Lindblad’s ‘Plan for Climate Action’ not only builds upon the company’s strong commitment to responsible travel but will reach thousands of influential guests that travel with Lindblad each year,” added Markham.

Starting in 2006, Lindblad Expeditions (LEX) began a comprehensive evaluation of the company’s carbon footprint and environmental impact. More specifically, the evaluation process focused on the carbon dioxide emissions related to all LEX operations - the NYC headquarters, staff travel, the Seattle operations center, as well as the ships and small inflatable zodiacs used to transport guests ashore. As part of measuring the company-wide environmental impact, Lindblad Expeditions produced a Greenhouse Gas Inventory based on the World Resources Institute (WRI) protocol. This Greenhouse Gas Inventory helped clarify the direction and target areas for Lindblad’s internal and external efforts to promote action on climate change.

Based on information gleaned from the measurement and evaluation of the corporate environmental footprint, Clean Air-Cool Planet worked to help Lindblad’s management better understand the data and to help the company formulate a plan for communicating its environmental impact to stakeholders. As a first step, Lindblad Expeditions undertook an energy audit of its NYC headquarters. In addition, Lindblad Expeditions arranged to have renowned climate change scientist Dr. Michael Oppenheimer from Princeton University present “Climate Change 101” to all staff at the company’s NYC headquarters to facilitate better understanding of this complex issue. And, onboard Lindblad’s ships, the daily “LEX forum” – an informal daily debriefing which allows staff and guests to talk about issues of global importance impacting the seas – has begun to incorporate the topic of global warming, furthering the company’s educational commitment to the issue.

Lindblad recognizes that the very nature of expedition travel – bringing guests to remote and pristine places of beauty via ships – does produce greenhouse gas emissions. In order to minimize their impact, Lindblad Expeditions has chosen to partner with *NativeEnergy* and The Mexican Fund for Conservation of Nature (MFCN) to implement a portfolio of actions to help cut emissions through the purchase of high quality carbon offsets. In 2008, Lindblad Expeditions purchased 10,000 metric tons of offsets representing the combined emissions from the company’s ship - the *National Geographic Endeavour* and its New York City headquarters. Selected with the guidance of CA-CP, these offsets will support farm methane (7,000 metric tons) and community wind (2,000 metric tons) projects in the Midwestern portion of the U.S. and an innovative solar oven program in rural Mexico (1,000 metric tons). Lindblad Expeditions’ offset strategy will vary from year to year based on the overall portfolio parameters and the availability of new sources of offsets.

The final component of Lindblad Expeditions’ Plan for Climate Action includes outreach initiatives to engage influential leaders from the public and private sector in the battle against global warming. Lindblad Expeditions has a history of hosting *Shipboard Symposia*, expeditions in various regions with the purpose of bringing together leaders from different disciplines to debate and discuss a particular set of issues. These summits have been successful in leading to the establishment of protected areas, marine reserves and other policy implications. LEX plans to build upon these successful meetings by planning future sea summits and by implementing a targeted campaign to engage the many leaders from business, government, public policy, education, global NGOs and finance who regularly travel onboard the company’s ships. By coupling the compelling settings of remote and pristine locations with Lindblad’s hallmark staff of experts well-versed in climate change, Lindblad Expeditions hopes influential leaders will be inspired to engage in meaningful conversations focused on finding creative solutions to the issues impacting our planet.

“Our partnership with CA-CP and the implementation of our Plan for Climate Action is a critical step for addressing the very challenges that are facing us as we travel to the poles and the pristine corners of the earth,” said Sven Lindblad, president and founder of Lindblad Expeditions. “For years, we have been working to preserve and even restore these places around the globe. Today, global warming is helping to shape the sustainability conversation, and we want to engage as many of our guests in that conversation as we possibly can,” he added.

### **About Lindblad Expeditions**

Lindblad Expeditions is a pioneering expedition travel company providing voyages in Galápagos, Antarctica, Baja California, Alaska, the Arctic, and beyond. The company works in partnership with the National Geographic Society to inspire people to explore and care about the planet by providing innovative marine expedition programs and by promoting conservation and sustainable tourism around the world. Sven Lindblad has received international recognition including the 2007 Global Tourism Business Award, 2007 Seafood Champion Award, U.N. Programme Global 500 Award and recognition from HRH, Grand Duke Henri of Luxembourg for his dedication to the conservation and environmental stewardship of the Galápagos archipelago. The company has also been named #1 Small-Ship Cruise Line (Travel + Leisure’s World’s Best Value Awards 2006); "The Best Ships in the World" and "The Best Itineraries" (Condé Nast Traveler: Truth in Travel Awards 2006).