

News Limited to be carbon neutral by 2010

25 June 2007

News Limited has committed to cut its greenhouse gas emissions by 20% and become carbon neutral within three years.

News Limited chairman and chief executive, John Hartigan, announced the target today as part of the launch of a company-wide energy reduction plan "One Degree".

News Digital Media will be the first local division to become carbon neutral when it hits the target by the end of this year. The rest of the group will progressively achieve the target by 2010.

The News Limited commitment follows the announcement by News Corporation last month of a global initiative that commits all parts of the company to become carbon neutral by 2010.

News Limited's targeted reduction in carbon emissions of 20% over 3 years is twice that set by the parent company¹.

The "One Degree" campaign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans that have been developed by every division.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents)².

"A 20% cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7,500 cars permanently off the road," Mr Hartigan said.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy. Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be eliminated."

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¹ News Corporation announced last month that the global operation would be carbon neutral by 2010. A target of 10% carbon reduction by 2012 was set by News Corp but News Ltd has committed to reduce its carbon emissions by twice that amount by 2010 as a result of substantial work already undertaken in Australia.

² As measured by ICF International using the Greenhouse Gas Protocol established by the World Resources Institute and World Business Council for Sustainable Development. Verified by the Environmental Resources Trust, Inc.

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Mr Hartigan said News Limited has been at the vanguard of informing and acting on environmental issues.

“For the past 17 years we had an active environment program which has led to the use of cleaner technologies,” he said. “As Australia’s largest newspaper publisher we have also been instrumental in Australia becoming the world’s leading recycler of newsprint.

“This commitment to reduce our carbon footprint builds on what we have done in the past and will change how we approach every aspect of our business.” Mr Hartigan said.

Mr Hartigan said that, as Australia’s largest media company, News Limited has an obligation and a responsibility to do what it can to reduce carbon emissions as an example to other businesses and individuals.

“Our number one priority is to get our own house in order and reduce the impact of what we do,” he said.

“But we also recognise the opportunity and responsibility we have to inform and inspire the Australian community about climate change and what we can all do to make a difference.”

End.

Released by News Limited Corporate Affairs
For further details contact
Stephen Browning, manager corporate communication, Tel: 9288 3223