



FOR IMMEDIATE RELEASE:

RED24 PLC IS OFFSETTING THEIR CARBON FOOTPRINT WITH ARBOLIVIA

20 September 2011, London, UK

red24 plc has committed themselves to becoming a more sustainable company by offsetting their annual carbon emissions through a reforestation project based in Bolivia, called ArBolivia. This initiative was taken on with the assistance and support of green24, a wholly owned subsidiary of red24 plc that aims to assist individuals and businesses in living greener lifestyles.

The carbon offsetting mission is a part of the bigger internal project of 'greening the plc'. This project aims to firstly reduce annual carbon output from operations, and then offsetting those that cannot be eliminated. Carbon reduction strategies include: reducing the number of flights taken each year, staff training, waste management schemes, sustainable office refurbishments as well as improved environmental policies and commitments.

Maldwyn Worsley-Tonks, red24 plc's CEO, said 'We believe the goal of sustainability is increasingly important and relevant, and with the launch of our new subsidiary, green24, we had the expertise and resources in-house to effectively and successfully work on this important objective. ArBolivia was a natural choice for us; they aren't simply focused on planting trees, they take previously degraded agricultural land and educate and financially support communities so that indigenous forests can be grown in a sustainable manner.'

END

About red24 plc

red24 plc owns the following companies: red24 Sales Ltd., red24 Inc., red24 CRM Pty., ARC Training Ltd., red24 Operations Ltd and green24 Ltd. Employing more than 70 employees. These employees are based primarily in the UK, South Africa and the US. The red24 divisions and ARC Training are assistance companies within the security and safety sectors, while green24 is dedicated to informing individuals and businesses on living a greener life.

About ArBolivia

ArBolivia is certified under the Plan Vivo Accreditation scheme. Plan Vivo is the only internationally accepted accreditation scheme relating solely to forestry projects with an emphasis on community upliftment and the preservation of indigenous tree species. The Cochabamba Project Limited is a not-for-profit society, established in 2009 for the purpose of raising funds to support the ArBolivia project and registered with the Financial Services Authority.

For more on red24 plc's offsetting, contact the green24 team pressoffice@red24.com or explore www.green24.com

Follow green24 on Twitter @green24.com

www.red24plc.com

www.arbolivia.org