

Verdiem Helps Cadbury Go From Purple To Green, Reducing PC Energy Consumption By More Than 30 Percent

Deployment of Verdiem's PC Power Management Software is Key Component of Sustainability Program Committing to a 50 Percent Absolute Reduction in Carbon Emissions by 2020



Seattle, WA ? Monday, September 5, 2009 ? Verdiem, the leader in enterprise PC power management software, today announced that Cadbury has deployed Verdiem's SURVEYOR? on more than 1,500 of its networked PCs within it?s U.S. and Canadian businesses. Since the deployment and enforcement of SURVEYOR?s energy policies, the company has realized more than a 30 percent savings in energy costs -- an impressive achievement in an environment consisting of 90 percent laptops. Verdiem also announced today that Cadbury has committed to deploying Verdiem?s SURVEYOR to its 15,000+ PC?s globally by the end of 2009 beginning in Mexico, Central America and South America. As the need to respond to climate change has become more urgent, Cadbury has taken a leading role by launching a comprehensive environmental initiative called Purple Goes Green. This initiative sets absolute carbon reduction targets as well as specific packaging and water reduction targets. Energy-saving initiatives like Verdiem SURVEYOR will help Cadbury achieve its key commitment ? an absolute reduction in net carbon emissions of 50 percent by 2020.

"Our sustainability goals are vital to the future success of our business; however, our ambitious targets won?t be met unless we change fundamentally. We have to re-think the way we work, make every decision a sustainable one, and invest in technology to support the transformation," said Wayne Shurts, Cadbury?s Chief Information Officer. ?Reducing carbon emissions is one of our key sustainability goals and Verdiem?s PC power management solution has quickly demonstrated results by producing tangible reductions in our energy consumption.?

?As a FTSE 100 company with 45,000 employees in sixty countries and \$8 billion in revenue,

Cadbury is a leading global confectionary company and is also recognized for its leadership in corporate sustainability and climate protection,? said Brett Goodwin, Vice President of Marketing, Verdiem. ?We?re thrilled to be working with Cadbury and pleased to see the tangible results they have achieved with Verdiem?s PC Power Management Solution.?

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