

Attention News/Business Reporters and Assignment Editors:

Corporate Knights launches its new website

(Toronto, Ontario, September 13, 2010) Corporate Knights, the magazine for clean capitalism, has launched a brand-new website that optimizes the user experience.

Designed by Toronto-based “change agency” The Movement, the site was built to better showcase the strong editorial content of Corporate Knights as well as harness the power of social media to spread the message of a humanized marketplace.

The site’s content has been reorganized to make browsing more intuitive and fun, with related content being grouped together and the ability to share each article. Users can also access the magazine’s growing stable of podcasts and videos.

A new blog by Halifax-based social entrepreneur Chris Crowell will be unveiled by the end of September.

“We want users to come for the content, and stay for the comfy design,” says Jon-Erik Lappano, Multimedia Director at Corporate Knights. “With this new interface, we are inviting people to spend time getting to know the issues at the heart of sustainability.”

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An early version of the site was embraced by users, who were happy to see the redesign, and positive response is resounding through Twitter. One tongue-in-cheek tweet perhaps summed it up best: “Corporate Knights’ website doesn’t suck anymore!”

Visit www.corporateknights.ca and see for yourself.

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For more information, contact: Don Huff, 416-972-7404, huffd@ecostrategy.ca

***About Corporate Knights:** Founded in 2002, Corporate Knights Inc. is an independent Canadian-based media company focused on promoting and reinforcing sustainable development in Canada.*

***About The Movement:** The Movement (www.themovement.info) is a Toronto-based change agency focused on using design for progress, change, and engaging experience for social good.*