



MEDIA RELEASE

Future Innovations Marketing Announces Partnership with Environmental Communication Options

Alliance forged to service Green conscious businesses

(Toronto, May 9, 2011) Future Innovations Marketing, Canada's first membership-based environmental and health & wellness marketing firm, announces its new partnership with Environmental Communication Options (ECO).

Successful executives know that their businesses must become more environmentally sustainable, yet aren't always aware of the latest technologies or the most cost-effective strategies to employ in such highly regulated industries. Future Innovations Marketing ensures that its members increase their sustainability IQ and tap into the \$2.7 trillion environmental marketplace by partnering with North America's most influential marketing firms and sourcing the best services, solutions and government relations for them.

Andrew O'Brien, Future Innovations Marketing's President, explains, "For a marketing executive, it is imperative to be ahead of the competition, but it's also important to save time and money. Instead of taking time away to research and find implementable solutions to bring back to the office, we deliver them right to your front door. Environmental Communication Options is a leader in Canada, and we are proud to have Don Huff and his team as a service provider for our members."

A Future Innovations and ECO partnership will provide marketing tools, strategic counsel and government relations expertise to aid members in exceeding their green agenda targets. Mr. O'Brien observed, "Don's vast knowledge and experience in green initiatives, technologies, media relations and developing government policies will help to ensure that our members always have the latest and up-to-date information on what the next big thing is."

Don's green expertise is strategically buttressed by the health and wellness Guru, Lori Covert, CEO of Covert Marketing Inc. Lori specializes in business-to-business and business-to-consumer strategic marketing with an extensive knowledge of the global Supplement, Healthy Food, and Healthy Food Ingredient markets. Lori is the former Vice President of Marketing for Ocean Nutrition, the world's largest provider of Omega 3 EPA/DHA solutions.

The increasing overlap of environment, health and wellness has become known as the LOHAS (Lifestyles of Health and Sustainability) market. Future Innovations is well positioned to serve the LOHAS market with these two nationally known experts.

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Founded by Andrew O'Brien, Future Innovations Marketing is North America's leading Consultant firm specializing in Environmental and Health & Wellness marketing services, LOHAS solutions and government relations for registered members. ECO has two locations with offices in Toronto, and Sudbury (ON) and can be found online at <http://www.ecostrategy.ca>.

For more information on our full list of Future Innovations Marketing's services visit, www.futureinnovationsmarketing.com.