



ENVIRONMENTAL INITIATIVES



Environmental Initiatives Overview

MISSION STATEMENT

Warner Bros. Studios is committed to entertaining the world while playing a leading role in environmental stewardship.





Environmental Initiatives Overview

VALUES & GOALS



ACTION - Take action now and make a difference today

LEADERSHIP - Lead by example and establish best practices

CONSERVATION - Conserve natural resources for tomorrow

INNOVATION - Explore sustainable products and services

EDUCATION - Raise awareness of our employees and consumers



Environmental Initiatives
A Leading Role

ENERGY EFFICIENCY

Over the last 5 years, Warner Bros. has reduced energy use by 14%, saving more than \$1 million annually on our electrical costs.





Environmental Initiatives A Leading Role

WASTE REDUCTION

Warner Bros. recycles more materials than it throws away and has a 70% diversion rate.



An independent consultant ranked the Studio in the top 5 companies of 15,000 studied.



Environmental Initiatives A Leading Role

GREEN BUILDING

Warner Bros.' Bldg. 151 is the first LEED[®] Silver green building in the entertainment industry, using 38% less energy than before the remodel.





Environmental Initiatives A Leading Role

Bldg 151 electricity is also offset by investments in renewable wind energy.

Warner Bros. Entertainment Inc.
Building 151, LEED, CI Silver, uses
wind power to offset 50% of
its electricity use.

Making An Impact:
Our purchase to date of 811,520
kWh prevents 1,129,636 pounds
of CO₂ pollution. That's equivalent
to taking 98 cars off the road or
planting 154 acres of trees.

Warner Bros. Entertainment Inc. Building 151
Burbank, CA

**LEADING THE WAY
GREEN POWER FOR GREEN BUILDING**

ENERGY

CARBON-OFFSETTING

2,040 tons of CO₂ emitted during production of *Syriana* was offset by investments in renewable energy.

THE FILMMAKERS OF 'TRAFFIC'

GEORGE CLOONEY
MATT DAMON
JEFFREY WRIGHT

SYRIANA

EVERYTHING IS CONNECTED

CHRIS COOPER
MURRAY CLOSE
NIELSON
AMANDA PEET
CHRISTOPHER PLUMMER
ALEXANDER SOKOLOFF
MACKIN

WARNER BROS. PICTURES PRESENTS
AN ASSOCIATION WITH PARTICIPANT PRODUCTIONS A FILM BY A SECTION EIGHT PRODUCTION GEORGE CLOONEY MATT DAMON JEFFREY WRIGHT 'SYRIANA'
CHRIS COOPER WILLIAM HURT TIM BLAKE NELSON AMANDA PEET CHRISTOPHER PLUMMER ALEXANDER SOKOLOFF MACKIN MURRAY CLOSE
MATT DAMON MURRAY CLOSE JEFFREY WRIGHT
TIM SOULIERES, ACE "TERRAN WEL" HIGH PRIORITY ELMHOLTZ, ACE
JAMES GEORGE CLONEY SYLVIA SCHUBERTSON BEN CUSPONE JEFF SHELLEY BRUCE PROBERT DAER
MUSIC BY JENNIFER YEE MICHAEL HOOK GEORGIA KACANDES "MUSIC" STEPHEN CASHWIN
DECEMBER syrianamovie.com participate.net/oilchange



Environmental Initiatives A Leading Role

PROCUREMENT

Purchasing environmentally sound products and services promotes green business and sustainability.

- ✓ Recycled stationary paper
- ✓ Recycled copy paper
- ✓ Re-manufactured toner cartridges
- ✓ Re-refined oil in all fleet vehicles
- ✓ Green, non-toxic cleaning supplies



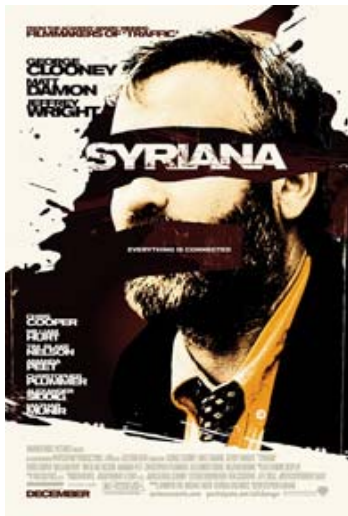
Reducing the amount of materials purchased overall saves money and conserves resources.



Environmental Initiatives A Leading Role

CROSS-PROMOTIONS

Some of the Studio's films offer unique opportunities for environmental cross-promotion.



Renewable Energy



Ocean Conservation



Global Warming



Over Fishing
Plastic Pollution
Global Warming



Environmental Initiatives A Leading Role

SOLAR POWER

Warner Bros.' newly constructed solar power system is an industry first.



Site:
Mill Building, Warner Bros.
Burbank, CA

Size:
72 kilowatts, 360 solar modules
5,558 square feet of solar panels

Construction:
May through August 2006

Simple Payback:
7 years

Lifespan:
30 years (minimum)

Power Generation:
22 homes for next 30 years



Environmental Initiatives

A Leading Role

EDUCATION & OUTREACH

Awareness and education is essential to the continued success of Warner Bros.' environmental initiatives.

The screenshot shows a website for Warner Bros. Studios Environmental Initiatives. At the top left is the WB logo and the text "Warner Bros. Studios Environmental Initiatives". To the right, it says "Solar Power" and "January 26, 2007 Today's Tip...". A navigation bar contains "THE BIG PICTURE", "AND...ACTION!", "SPECIAL ENGAGEMENTS", "CASTING", and "NEWS & REVIEWS". Below this is a "Stage 21" sign and a "Kid's Zone" with a cartoon character. The main content area is titled "THE BIG PICTURE" and "OVERVIEW". Under "OVERVIEW", there is a globe image and text: "Environmental stewardship is good for the earth and good for business. Warner Bros. Studios takes pride in knowing our environmental initiatives conserve energy, reduce waste, save money and benefit our employees and community. We also recognize that more can be done. That's why we continually strive to improve our environmental performance." To the right is a "NOW SHOWING" poster for "HAPPY FEET" and a "Did You Know?" sign above a "CASTING" door. At the bottom left, a cartoon rabbit stands next to a recycling bin labeled "Eco-Tour". The footer contains "WARNERBROS.COM | PRIVACY POLICY | CONTACT US".



Environmental Initiatives

A Leading Role

SOLAR POWER

Solar Project Microsite

The screenshot shows a web page for Warner Bros. Studios Solar Power. At the top, a blue navigation bar contains the text "WARNER BROS. ENVIRONMENTAL INITIATIVES" and a menu with "MAIN" (highlighted), "OUR STORY", "HOW IT WORKS", "LIVE DATA", and "FACTS". Below this is a light blue header with the Warner Bros. logo on the left, the text "WARNER BROS. STUDIOS SOLAR POWER" in the center, and a "LIVE DATA" button on the right. The main content area features a text block on the left stating: "Energy use, air quality and climate change are important to Warner Bros. Studios. In addition to conserving energy, the Studio also invests in clean, renewable energy and has installed the first solar power system of any major studio in the entertainment industry." To the right of this text are four circular icons: a film reel, a solar panel array, a bar chart, and a question mark. At the bottom of the page is a large photograph of a Warner Bros. studio building with the logo on its facade, set against a backdrop of green hills under a sunset sky.



Environmental Initiatives

A Leading Role

SOLAR POWER

Live Data / Today

