

# **Mike Fraser Joins Source 44 LLC as EVP and Chief Development Officer**

## **Sales and Marketing executive joins Source 44 senior team to lead company's expansion efforts**

SAN DIEGO and DALLAS, March 3, 2010 – Source 44 LLC, the nation's premier sustainability data management company, today announced that Mike Fraser has joined the company as Executive Vice President and Chief Development Officer. In his position at Source 44, Mike will lead all sales, marketing, business development, and service delivery for the sustainability data management company.

Fraser joins Source 44 after a 20-year sales and marketing tenure at \$1.2 billion Safety-Kleen Systems Inc. Fraser served as the company's Senior Vice President of Group Sales and International, leading a 250-person sales and strategic account management team while also directing the company's expansion into Mexico, China and Southeast Asia. He brings to Source 44 more than 28 years of experience in environmental and recycling services, systems integration and management consulting industries. Fraser began his career at US Ecology, and has held positions in sales, marketing and public relations at Electronic Data Systems, Akili and Radix Software Technologies.

"I'm excited to welcome Mike Fraser to our executive team," said Jess Kraus, President and Chief Executive Officer of Source 44. "Mike's sales and marketing expertise, international experience, and ability to lead multi-million dollar environmental and outsourcing initiatives will help position Source 44 for accelerated growth."

Source 44 helps their clients meet increasing consumer and legislative pressure to create carbon-neutral products without sacrificing quality, price or innovation. The company manages the largest library of raw material and product sustainability data profiles on its unique proprietary platform. The material profiles are packaged as Material Footprint Data Sheets (MFDS)<sup>TM</sup> that are delivered to their clients for easy and instant access.

### **About Source 44 LLC:**

Source 44 is the first and only provider of supply chain sustainability data for common raw materials and finished products used by manufacturers, suppliers, distributors, retailers and other businesses. The company's services enable their clients to fully leverage their sustainability efforts as a competitive advantage, helping them maintain brand loyalty in this competitive global market. Source 44 helps its clients meet these consumer demands by documenting the sustainability footprints for raw materials and products they make or distribute. For more information visit [www.source-44.com](http://www.source-44.com).