



FOR IMMEDIATE RELEASE

## The Future of Good Business is Nau

*Sustainable apparel company's mission to "do well by doing good" begins to pay off in Boulder*

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**PORTLAND (OR), September 14, 2007** — Nau Inc., a technical and lifestyle outdoor apparel company working towards full sustainability in all of their products and business practices, today announced their first opportunity to give back to national, global, and regional nonprofit organizations as designated by their customers.

Since opening for business in March, 2007, Nau's innovative business model has enabled customers who visit the Boulder store to select from ten nonprofit organizations that are working to make a positive social or environmental impact, by directing donations of 5 percent of their purchase price. This 5 percent giving model is well beyond the norm. The average level of corporate giving in the United States is under 1/2 a percent of sales. Imagine the impact if more companies took on a similar challenge, to give back even more.

This unique blend of business and philanthropy is one of the steps Nau has taken in creating lasting change. Nau has partnered with four national and global nonprofit organizations in addition to six regional organizations in each of the four cities where stores are located: Boulder, Colo; Portland, Ore; Chicago, Ill; and Bellevue, Wash. The Boulder organizations, termed "Partners for Change" include: *Center for ReSource Conservation, Colorado Environmental Coalition, Eco-Cycle, Inc., Micro Business Development Corporation, Progress Now and Women's Bean Project.*

This month the Partners for Change organizations will receive a portion of the more than \$60,000 of donations – which will be distributed to each based on allocations made by customers at the time of purchase. This distribution of donations marks the first step of many towards making a long term impact, and with the continual support of customers and the Nau collective, the company looks forward to broadening the impact of customer-directed investments in the months and years to come.

"We embarked on this journey with the understanding that we did not deserve to be in business unless we were contributing not only to our bottom line, but to the communities in which we operate and the world at large," said Chris Van Dyke, Nau President and CEO. "This is an exciting time for our collective group as our dreams are really starting to become a reality."

"Nau is a leading example of a new kind of business movement." said Andrew Winston, co-author of *Green to Gold*. "The 5% commitment is unprecedented for a profit-driven enterprise. Through their efforts to incorporate sustainability into every aspect of their strategy, they are trying to change the way business is done...all while achieving both environmental and business success"

By allowing their customers to choose which organization receives Nau's 5 percent donation, Nau hopes to encourage future shopping patterns that take into account more conscious decisions to give back.

"Through our Partners for Change program, we give people a moment at the point of think about and tell us what they really care about," says Jil Zilligen, VP of Sustainable Business Practices at Nau. "By extension, we hope they will consider some larger questions as well – such as how purchasing decisions impact communities and the role of companies in society."

The Nau 5% Partners for Change program stems directly from the company's mission to "do well by doing good" and the overall success of the program to date begs the question, *what if all companies adopted this philosophy?*

Women's Bean Project is a great example of a partner creating lasting social change. "With the purchase of four jackets at Nau, approximately 50 dollars can be designated by a customer at point of sale to benefit Women's Bean Project, a Denver-based organization helping women break the cycle of poverty and unemployment. Through the Nau giving program, this donation supports one day of training for the job readiness and life skills needed to change a woman's life," said Tamra Ryan, Executive Director of Women's Bean Project. "Our hope is that more companies will follow suit with similar giving models in an effort to engage customers not only about their values but also to understand the impact of their purchases."

If you are interested in learning more about Nau and participating in this program while also updating your wardrobe with beautiful, sustainable and functional apparel – check out Nau's recently-debuted Fall 2007 line which includes both men's and women's apparel and accessories: <http://www.nau.com>

### **About Nau**

Nau, headquartered in Portland, OR., is a new technical and lifestyle outdoor apparel company dedicated to turning traditional business notions upside down through the integration of environmental, social and economic factors and a unique business model built around sustainable business practices, the innovative use of technology and philanthropic partnerships. Nau was founded in 2005 by a seasoned team with deep experience in the outdoor, fitness and retail fashion industries with brands such as Patagonia, Nike, Adidas and Cole Haan. For more information or to view Nau's Fall 2007 line, visit <http://www.nau.com> and for like-minded individuals interested in sharing ideas about positive change, visit Nau's blog the Thought Kitchen <http://blog.nau.com/>.

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