

Apple iPhone going green like never before with The Green Brief

Submitted by: Climate Change Communications

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-First ever eco and wallet friendly iPhone application

-The Green Brief (<http://www.thegreenbrief.com>) helps the planet and your pocket

-Get the inside track on green living while on the move

(London, England) The Green Brief is an innovative and fresh application for Apple's iPhone and iPod Touch devices that shows there really is money at stake in going green!

Built around two key areas, the first part of this easy-to-use application delivers tips and advice for reducing the negative impact that you, your company and your workers are likely to be making on our environment. Tips via The Green Brief can help cut the cost of: electricity bills, driving and assist and educate your business in going green, crucial in the current economic climate.

News via the Green Brief provides its users an embedded RSS feed reader that delivers an assortment of the latest environment news (<http://www.thegreenbrief.com>) , green products (<http://www.thegreenbrief.com>) and green living news (<http://www.thegreenbrief.com>) , information on new green innovations (<http://www.thegreenbrief.com>) and climate change (<http://www.thegreenbrief.com>) happenings from many leading sources.

Tips

The Green Brief offers tried and tested tips on eco-friendly living in three main areas; Business, Home and Travel. Take for instance the Business section. Users can learn how to engage a workforce in green issues, and how to make a company greener, such as by reducing the wastes from equipment being left on stand-by. Take as a second example the Home category. Users can learn how to reconfigure their spaces and how they live, paving the way for their flats and houses to be less of a drain on the environment and, in turn, their personal bank accounts!

A key part of The Green Brief is allowing users to submit their own ideas and suggestions, so this wealth of information on how to preserve our planet can evolve. Each Tip is rated out of five dollar signs in two ways: firstly the cost to you to do that suggestion and secondly how much you could save from putting it into practice!

News

The second part of The Green Brief embeds an RSS reader that features many breaking news articles, updated daily from the world's most trusted media sources. Similar to Tips, News on The Green Brief appears in key sections such as Environment News, Green Technology and New Green Products, allowing you to take a 'brief' look at the latest news that's relevant to you, your company or your workforce.

Nick Drake, the managing director of Climate Change Communications Ltd, said: "With this application,

iPhone users can get the inside track on green issues, whether they're after information about their home, workplace or lifestyle. No longer do they need to be chained to their desktop PC or Mac just to get the latest on the environment, which is important for the pace of life that many iPhone users have."

"Users of the software get access to 'green' tips and news while on the move, knowing that the tips will not only help protect the planet, but should also help patch any holes in their pockets, which is particularly necessary in the current economic environment."

Notes to Editors:

The Green Brief, which is expected to be hit among connected-types who care for the environment and their wallets, is the first foray into application development for Climate Change Communications Limited. The newly formed company is dedicated to raising practical awareness about our environment, partly by spreading 'know-how' to save carbon in various areas, while striving for a return for its customers. The name of the application is a play on the meaning of 'brief' being a 'quick look' at news, and is an amalgamation of other ideas. Access the application now on its dedicated homepage - www.thegreenbrief.com – visit for more information, screenshots and details about Climate Change Communications Ltd.

The Green Brief is available to download in the Apple Store from iTunes and costs \$2.99 / £1.79 / €2.39. The content is all in English, the size of the application is 0.6Mb and it requires an active internet connection to retrieve the content.

This press release was sent to you by Climate Change Communications Ltd.

Managing director Nick Drake is available for live interview at these times, via this email address and this mobile number:

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