



Arkadin and WWF invite companies to join the Climate Care Day Initiative on March 26: 1st World 'WORK WITHOUT TRAVELLING' Day

With this initiative, Arkadin aims to educate businesses about the environmental impact of their employees frequent business travel.

PARIS, March 18, 2010 - The Climate Care Day initiative was launched in 2007 by Arkadin, a French company founded in 2001 by a team of entrepreneurs and now the 3rd largest provider of audio and web conferencing services globally. Previously reserved for its customers, the Climate Care Day initiative aims to educate 'frequent business travellers' on alternatives to business travel.

The Climate Care Day 'work without travelling'

With the success of the initiative amongst its customers, Arkadin has decided to launch a global Climate Care Day event, 'work without travelling', on Friday, March 26, 2010, in partnership with WWF. The event is inspired by the global reach and success of WWF's EARTH HOUR, "Turn off your lights, turn on your conscience" which is held on Saturday, March 27, 2010. On Friday March 26, we will work without travelling, and then on March 27 we will turn off the lights for one hour. *"The Climate Care Day is an excellent initiative. Remote collaboration via audio and web conferencing contributes positively to reducing business travel and provides a practical solution for reducing CO2 emissions. WWF hopes that the Climate Care Day will help to enlighten companies to the alternatives that exist in their workplace to reduce their carbon footprint,"* says Sudhanshu Sarronwala, Executive Director Marketing, WWF.

Arkadin and WWF together to change attitudes

WWF and Arkadin are working together to help change business habits. Arkadin provides collaboration solutions for over 9,000 corporate customers globally, and more than 5 million users each month. WWF operates conservation programmes globally, helping to stop the degradation of Earth's environment. Arkadin and WWF have committed to support each others programmes as their mutual aim is to educate on the need to halt climate change.

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A simple, empowering, easy to adopt initiative

The Climate Care Day is an opportunity for Arkadin customers and equally the wider professional community, employers, employees, governments and administrations to reflect on the necessity of their business trips by simply registering on the Climate Care Day website, 'work without travelling' <http://www.climatecareday.com>.

"We ask everyone, especially those who are prone to frequent business travel to question themselves about the necessity of their business trip. Is it justified financially, is it reasonable to spend so much time away from the office or home, and more importantly is it environmentally responsible? This date should mark the beginning of a change in attitudes and habits. Go to <http://www.climatecareday.com> and make a statement" comments Jan Vels Jensen, Executive Vice-President Marketing of Arkadin.

A genuine commitment for an immediate benefit

This eco-responsible initiative provides clear economic benefits, especially in times of economic downturn and tighter budget restrictions, as it helps companies reduce travel costs through the use of remote collaboration tools. Another important element in decision making is the immediate personal benefit. Employees are seeking a better life balance, flexibility in their schedules, and access to remote working opportunities.

About Arkadin

Arkadin is one of the world leading provider of remote collaboration solutions (audio and web conferencing solutions). Arkadin understands that communication is a vital part of any successful business, and provide customizable, cost-efficient, and user friendly solutions. Founded in 2001, Arkadin has grown its business fast, delivering annual growth of 65% over the last 5 years. Arkadin has today more than 8000 customers worldwide including Renault, Areva, Valeo, Saint Gobain, Arcelor Mittal and Adecco. Operating locally in 23 countries with +650 people throughout Asia, Europe and North America, we have received trust and recognition from the market, as the Deloitte Technology Fast 500, the OSEO Innovation Award in 2008, and more recently the "Prix de l'Ambition" in 2009.

About WWF

WWF is one of the world's largest and most respected independent conservation organizations, with almost five million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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