



FOR IMMEDIATE RELEASE

**ISLAND ENERGY SERVICES, LLC INTRODUCES HO'ĀLA, HAWAII'S FIRST  
CARBON OFFSET PROGRAM BY A FUEL SERVICES PROVIDER**

**Ho'āla Will Help Reduce Carbon Dioxide Emissions from Vehicles by Up to 30 Percent**

**KAPOLEI, Hawai'i – November 19, 2019** – Island Energy Services, LLC, the official licensee of Texaco in Hawai'i, has partnered with GreenPrint, an environmental technology company, to launch Ho'āla, a new program that offsets up to 30 percent of greenhouse gas emissions from vehicles purchasing fuel sold at Texaco by supporting certified carbon offset projects and local environmental initiatives.

Ho'āla, which translated means "rise up and make new," is Hawai'i's first carbon offset program implemented by a fuel services provider for personal and commercial vehicles. A carbon offset is a credit that represents the reduction, destruction or capture of one metric ton of carbon dioxide, or equivalent greenhouse gas emission, through a certified carbon reduction project.

The Ho'āla program supports certified carbon offset projects, such as reforestation, landfill gas capture and alternative energy, as well as local environmental initiatives. A typical driver who participates in Ho'āla over the course of a year, can offset their vehicle's carbon dioxide emissions by up to 3,000 pounds annually, which is the same amount of carbon dioxide absorbed by 63 trees.

Jon Mauer, CEO of Island Energy, said Ho'āla represents a larger, long-term vision for the company. "Ho'āla is the first step in the process for Island Energy in supporting sustainability for the good of our communities and environment, while continuing to provide an essential service for transportation needs statewide. Ho'āla will help to significantly offset the release of carbon from vehicles on Hawai'i's roadways."

"This program makes it convenient for the people of Hawai'i to make a smart environmental choice each time they visit the pump," said Pete Davis, founder and CEO of GreenPrint. "We are excited to partner with Island Energy to bring this impactful, socially-responsible program to Hawai'i."

In addition to offsetting emissions, the Ho'āla program will also support local environmental initiatives, like the Mālama Learning Center, a nonprofit that brings art, science, conservation and culture together to promote sustainable living throughout Hawai'i. The Ho'āla program is providing \$10,000 in funding to support the Mālama Learning Center's reforestation efforts.

Ho'āla is audited by Ernst & Young and each certified carbon reduction project must meet the strict internationally recognized standards of the Gold Standard for Global Goals, Climate Action Reserve, Verified Carbon Standard and American Carbon Registry.

View photos: <http://bit.ly/37ei3u6>

All photos credited to: Island Energy Services

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### **ABOUT ISLAND ENERGY**

Island Energy Services, LLC, (IES) headquartered in Kapolei, is a Hawai'i-based fuels marketing and logistics business providing premier petroleum products for the State of Hawai'i. The company reliably serves retail, industrial, aviation, and utility customers throughout the state through a network of key storage and distribution assets comprising fuels terminals and pipelines.

Assets include an import terminal in Kapolei, product distribution terminals in Honolulu and on Maui, Kaua'i and Hawai'i Island, pipeline distribution systems and additional related logistics infrastructure throughout the state. In addition, IES's retail network includes 57 Texaco®-branded gas stations. Texaco® is a registered trademark of Chevron Intellectual Property LLC used under license by IES. For more information, visit [www.islandenergyservices.com](http://www.islandenergyservices.com) and [www.texacoinhawaii.com](http://www.texacoinhawaii.com).

### **ABOUT GREENPRINT**

GreenPrint is an environmental technology company providing patented sustainability solutions to businesses wanting to neutralize their carbon, plastic, water and energy footprints. Innovators of the first reduced emissions programs – enabling companies to ability to offset carbon emissions on a per transaction basis. Today the company reduces emissions on over 1 billion gallons of fuel annually across over 4,000 retail locations and 100,000 corporate and municipal fleets in 14 countries. GreenPrint has built relationships with more than 2,000 nonprofits globally and has created or invested in over 30 certified carbon offset and renewable energy projects on behalf of clients. GreenPrint is A Public Benefit Corporation. ©2019 GreenPrint Holdings Inc. All Rights Reserved.

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