



BIOGRAPHY OF JOSEPH B. MALKI

Mr. Malki is a partner and president of the Green Event Business Division at Seven-Star, Inc. He over twenty years of consulting and industry experience with primary disciplines in green event marketing strategy, business development and corporate persuasion. He is a visionary marketer with a deep commitment to social and environmental responsibility with an extensive background as a committed ecological activist.

Mr. Malki is noted to have designed and organized the first integrated waste diversion program at an outdoor event in the United States in 1989. This included food, beverage and human effluvia composting, the use of full product recycling and the distribution of non-disposable utensils at the 37,000 attendee Whole Earth Festival. This experience as the Recycling Coordinator at this student managed event (at alma mater University of California, Davis) would later become the inspiration for Seven-Star's "Event Greening Program". Mr. Malki recently lead the coordination of the greening of Live Earth in Shanghai which rated 82% in waste diversion with the help of volunteers from China UNDP, UNEP, WWF, Roots and Shoots and a number of Chinese Universities. He also architected a global multi-language site that recruited and trained over 10,000 volunteers for the Live Earth Concerts.

Joseph was recently featured as a keynote speaker at the International Festival and Events Association in Australia. He is part of the original 1000 students trained by the honorable Al Gore at The Climate Project in presenting the scientific basis for climate change to lay audiences.

Joseph Malki's background is in green event production, environmental activism, green construction, cooperatives, information technology and creative partnership development has steered his services to America's top organizations. His consultancy clients have included the State of California, the City and County of San Francisco, Lowe McAdams Health Care, Alcone Marketing and Hample Stefanides, among others. For the last twelve years, he has developed synergistic opportunities between IT, marketing and event production industries for the environmental sector. In 2002, Mr. Malki served as the Director of Marketing for EventPro Strategies, developing projects for American Idol, US Army -NASCAR, General Mills, Turner Networks, and Loews Theaters. There he architected the largest model talent database in the US and went on to develop Seven-Star's database, also noted as the largest green business to business database in the world.

Born in San Antonio, Texas, Joe lived and traveled throughout Europe and the Middle East. Mr. Malki served as a board member of the Solar Community Housing Association in Davis, California and helped build the first rammed earth home in Northern California designed by former California State Architect Sim van de Ryn. He later attended the University of California at Davis and graduated with a Bachelor's in History. Joseph is the protégé of Eugene Roger Apodaca, PhD Mathematics Berkeley. Later, as the public relations liaison for the California State Fair, Joseph had the opportunity to organize VIP galas, and military fly-over's that secured a local prestige for his ease with large scale, high end affairs. Mr. Malki also served as a coordinator of Central Valley Earth First! in 1991's famous Redwood Summer Campaign. His "green red-neck" contingent launched the kick-off protest at the Sacramento Log Export Dock and was featured on national television as the beginning of the largest environmental protest in history (600,000 activist assembled to stop the liquidation of the Pacific Northwestern Forests). Later, as a member of the elite 1/184 Infantry Air Assault Unit with the California Army National Guard he continued his military service into two officer candidacies. Mr. Malki is also the founder of Ecology Corps a project of Empowerment Works. His Ecology Corps program is developing the coordination of global grass roots ecological restoration movement in cooperation with scientific institutions from around the world via the new process event entitled The Global Summit due in 2009.

ABOUT SEVEN-STAR

Seven-Star is the world's premier environmentally responsible event planner, producer, and consultants. Most recently, Seven-Star was chosen by the SOS partnership (Honorable Al Gore and Kevin Wall) entitled Live Earth! This concert across seven continents on July 7th 2007 is focused on using the global reach of music to engage people on a mass scale to combat our climate crisis. Seven-Star provided planning, management and execution "greening" LiveEarth! concerts in Rio de Janeiro (300,000 attendees), Johannesburg, South Africa, Shanghai, China and Tokyo, Japan. This step in Seven-Star's greening accomplishments has catapulted the firm into the special status as the world's first international green production company.

One of Seven-Star's many distinctions is that they bring an 80-92% waste diversion to the events they produce as well as a host of carbon neutralizing processes to make these events as responsible as possible. They also intentionally limit their client base to those organizations that are committed to the practice of environmental responsibility and social respect (eR/sR). Accordingly, Seven-Star focuses on event opportunities that reflect sustainable values. Seven-Star flagship client, Green Festival™ is owned by Co-op America (America's largest green business and membership organization) and Global Exchange. Seven-Star provides A-Z operations, sales and greening for Green Festivals, which has become unquestionably the world's largest and most ethical sustainably focused consumer event. With over 140,000 attendees in San Francisco, Washington DC, Seattle and Chicago Co-op America, Global Exchange and Seven-Star have developed a six year old model for accelerating the green economy in America.

Seven-Star also produced Green Cities Expo for the city of San Francisco and the United Nations during the 2005 UN's World Environment Day. This was the first time this international event was held in the United States. Seven-Star also currently provides supporting management for SolFest in Hopland, California the oldest American solar event with a special focus on alternative technology and sustainable living. Additional clients include NASA, City of San Francisco's Department of the Environment, The Solar Living Institute, Craig's List Foundation, LOHAS, Shaklee and Indian Institute of Technology.