



Fart Neutral Bursts Out on Global Warming and Laughter

For Immediate Release

WOODBIDGE, Va./EWORLDWIRE/July 11, 2007 --- Fart Neutral's airing out attracts attention to global warming in a humorous way, via its Web site, '<http://www.fartneutral.com>'.

The average person experiences flatulence 12-18 times a day, producing up to 30 liters (8 gallons) of Carbon Dioxide (CO₂) and methane (CH₄) in a year.* While the quantity of greenhouse gases produced by human flatulence is insignificant compared to the emissions from other daily activities, the concept serves as a fun way to continue the discussion about global warming.

The company will be offering a line of gift cards, t-shirts and other items, each of which comes with a certificate for a 1000 lbs. reduction in greenhouse gases. The primary product will be the hilarious Fart Neutral Card, a wallet-sized plastic card. The card comes packaged inside of four thought-provoking greeting cards. The combination makes a great gift for that special someone who is notorious for greenhouse gas "production."

Fart Neutral will also offer a line of eye-catching t-shirts and other apparel, such as the Funky Air Reduction T-shirt. All products will come bundled with the certificate for 1000 lbs. of greenhouse gases offset and a free Fart Neutral Card.

The 1000 lbs. greenhouse gases reduction not only neutralizes a person's farts for one year, but it also offsets greenhouse gases created in the actual production of the apparel and gift cards." A purchase from Fart Neutral is "green from top to bottom."

Fart Neutral's primary offset provider will be LiveNeutral ('<http://www.liveneutral.org>'), a non-profit based in San Francisco, Calif. LiveNeutral.org works in conjunction with the Chicago Climate Exchange ('<http://www.chicagoclimatex.com>'), to reduce global warming by funding a wide array of greenhouse gases reduction programs all over the globe.

* Flatulence varies widely from person to person and from day to day.

** Green product certifications calculated by the consultants at LiveNeutral.org using the best scientific data available.

Learn more at '<http://www.fartneutral.com>'.

Members of the media, contact chris@fartneutral.com or 866-591-8295 ext. 703.

All other inquiries, contact info@fartneutral.com.

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