



The Las Vegas-Based N9NE GROUP Goes Carbon Neutral in 2008

Co-owner Jenna Morton spearheads a major initiative with Green Mountain Energy's BeGreen Carbon Offsets division through purchase of renewable energy credits.

Las Vegas, Nevada (PRWeb via [PRWeb](#)) April 11, 2008 -- The [N9NE Group](#), a Las Vegas-based restaurant and nightclub company, is going above and beyond reducing, reusing, and recycling by partnering with BeGreen, a division of Green Mountain Energy, the nation's leading retail provider of cleaner energy and [carbon offset](#) solutions. The N9NE Group is offsetting 100 percent of the total calculated carbon dioxide emissions associated with its annual electricity, refrigerant, and natural gas use in 2007 and 2008 for six of its venues at the Palms Casino Resort. These carbon offsets have the same environmental impact as taking more than 350 cars off the road annually, planting more than 19,000 trees, or recycling more than 10.3 million aluminum cans.

Under the leadership of co-owner Jenna Morton, a self-described "granola," this alliance is the N9NE Group's most aggressive initiative to date towards a better environment. A combination of Green-e certified Renewable Energy Credits (RECs) and Forest Sequestration Offsets will render N9NE Steakhouse, Nove Italiano, Rain Nightclub, ghostbar, MOON Nightclub, and the Playboy Club carbon neutral.

"We live on this earth. It is the place we all call home," states Jenna. "I'm proud of the efforts we've made thus far, but carbon neutral doesn't cut it anymore. We are reducing our impact on the front end. Our goal is to make going 'negative' positive."

The N9NE Group's commitment to purchasing RECs from Green Mountain Energy Company's BeGreen division helps drive the development of additional renewable energy sources by supporting the building and operation of cleaner energy projects like wind, solar, hydro, and biomass facilities. It will offset an annual average of 1.5 million pounds of carbon dioxide, a harmful greenhouse gas and leading contributor to [global climate change](#). A portion will also be designated for the AMP-Ohio/Green Mountain Energy Wind Farm located in Bowling Green, Ohio. These RECs play an important role in continuing the funding for this wind turbine facility and help offset a portion of the emissions from electricity use, a leading cause of industrial air pollution.

"This purchase shows great commitment on the part of the N9NE Group, and it's obvious that Jenna and her team are very passionate about protecting the environment for future generations," comments Gillan Taddune, chief environmental officer of Green Mountain Energy Company. "It's one thing for a business to recognize its environmental impact. The N9NE Group is showing leadership by taking action to help affect change."

Additionally, Forest Sequestration Offsets were acquired to neutralize 100 percent of the natural gas emissions created by the venues in 2007. Trees will be planted in the Mendocino National Forest Hunter Fire Restoration Project through Green Mountain's forest sequestration partner, American Forests, offsetting 490 metric tons of CO₂.

This collaboration with BeGreen and Green Mountain Energy Company further builds on the N9NE Group's continuous efforts to reduce its environmental impact. Jenna, the wife of N9NE Group founder Michael Morton and mother of three, drives a Volkswagen Jetta powered by recycled vegetable oil from N9NE Steakhouse. She

has implemented a number of green practices and products throughout the N9NE Group venues. Their APEX System dishwashers not only calculate how much soap and water is used per person, but also regulate it by sounding an alarm when too much is used. The N9NE Group buys 100 percent recycled paper made from post-consumer fiber, Biorenewables glass cleaner, and ammonia and bleach-free All-Purpose Hydrogen Peroxide Cleaner. In addition, all bottles and cans are recycled, all back-of-the-house employees are given reusable water bottles to reduce plastic waste, and no aerosol cleaners are used.

Jenna is also dedicated to numerous other causes as Director of Community Relations for the N9NE Group. She actively supports DIFFA's (Design Industry Foundation Fighting AIDS) Style Council, After School All-Stars, Keep Memory Alive, the ONE Campaign, League of Conservation Voters, Sierra Club, Clean Energy Coalition, and Conservation International, among others.

The N9NE Group, the Las Vegas-based company founded by Michael Morton and Scott DeGraff, is responsible for the creation and operation of groundbreaking restaurant and nightclub concepts in Chicago, Las Vegas, and Dallas. They launched their signature concepts, N9NE Steakhouse and ghostbar in 2000 in Chicago. With the 2001 opening of the Palms Casino Resort in Las Vegas, they debuted N9NE Steakhouse, Rain Nightclub, ghostbar, and Skin Pool Lounge. After tens of millions of dollars in renovations, Skin was transformed into the new, sophisticated Palms Pool & Bungalows in June 2006. In fall 2006, additional N9NE Group nightspots were added to the Fantasy Tower including Nove Italiano, the Playboy Club Las Vegas, and MOON Nightclub. The \$3 billion Victory Project in Dallas, TX, which also opened in 2006, is home to N9NE Steakhouse, ghostbar, and Nove Italiano. The Las Vegas venues are located in the Palms Casino Resort at 4321 West Flamingo Road. For reservations, or for more information, call 702.938.9999 or visit www.n9negroup.com.

BeGreen , the latest solution-based product from Green Mountain Energy Company, provides businesses and consumers the opportunity to offset their [carbon footprint](#) through the purchase of renewable energy, forest sequestration, and other project based offsets. Green Mountain Energy Company, the nation's leading provider of cleaner energy and carbon offset solutions, began in 1997 with a simple idea: "to change the way power is made." The company offers consumers and businesses the choice of [cleaner electricity](#) products using renewable sources such as wind, water and solar that help reduce the amount of carbon dioxide (CO2) emitted into the air. For more information please visit www.greenmountain.com and www.begreennow.com.

FOR MORE INFORMATION, OR TO SCHEDULE AN INTERVIEW, PLEASE CONTACT WAGSTAFF
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