



FOR IMMEDIATE RELEASE

Sept. 23, 2007

PR Contact: Ann Romano

949/496-1076

annromano@bigplanet.com

At-show: Cassie Cherry

714/345-0207

cassie@lajollapacificltd.com

LA JOLLA PACIFIC EXPERTS TO GIVE BUILDERS PRACTICAL SOLUTIONS FOR GOING GREEN AT WEST COAST GREEN

Construction Consulting Firm Debuts Green Services Practice Group at This Week's San Jose Gathering, Sept. 25-27

SAN JOSE, Calif. — With today's challenging homebuilding climate, builders are searching for sensible means to meet the demand for "green" features while maintaining costs and avoiding risks, according to [Don Neff](#), president of La Jolla Pacific Ltd., a green-building and construction quality consulting firm.

Neff will be on hand at this week's [West Coast Green Conference & Expo](#), beginning Thursday at the San Jose Convention Center, to introduce the firm's package of [Green Building & Sustainable Consulting Services](#), offering practical solutions for production homebuilders wishing to go green.

"Builders recognize that more prospective buyers are seeking green and sustainable features in their homes," Neff said. "For more than six years, we have been offering green-building consulting and field inspections as a complement to our existing package of risk-management and third-party peer-review services. With the rapid growth in demand for this 'green' expertise, we recognized it was time to establish a separate practice group that specializes in working with production builders who are looking for cost-effective green programs that minimize risk of litigation."

La Jolla Pacific assists builders in implementing their own green-building strategies as well as major voluntary programs, such as LEED®, GreenPoint Rated® and Energy Star®, among others. Experts review building plans, specifications, and trade scopes for compliance and consistency, followed by inspections and performance testing to validate installation of approved products and/or materials. Green homeowner manuals and training seminars ensure proper care and maintenance as well as educate homeowners on green features.

EXPERTS TO GIVE BUILDERS PRACTICAL SOLUTIONS FOR GOING GREEN
AT SAN JOSE GATHERING

PAGE 2

“Through performance standards and inspections, we aim to minimize the risk of construction defect litigation and maximize the probability that a good quality product will be built,” Neff said.

With an extensive background in direct construction experience, Irvine, Calif.-based La Jolla Pacific Ltd. is an industry leader in construction risk management, third-party peer review, green and sustainable building consulting, quality assurance, and forensic investigation services. Learn more about La Jolla Pacific’s green services in Booth #116. For information, visit www.lajollapacificltd.com, or contact Cassie Cherry at (949) 336-8913.

###