



Committed to a greener world

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Building Respect for the Environment into our Business

In keeping with our longstanding commitments to community service and corporate citizenship, American Express recognizes our responsibility to protect the environment and to help ensure its health and well-being for generations to come. We view our role in two ways — first, to do our part to build sustainability into our business while reducing our environmental impact overall, and second, to provide our customers the opportunity to pursue their environmental objectives when doing business with us.

For more than two decades, we have implemented energy reduction and waste management programs as fundamental principles of our operations. But we know there is more to be done. We must better understand and manage our impact on the environment through thoughtful and disciplined use of energy and natural resources and effective management of our wastes and emissions. To reach this goal, we are increasing our focus on environmental issues and *have committed to reducing our carbon footprint 10 percent by 2012* from our 2006 baseline estimate.

The four key areas of focus for our environment program are as follows:

1. Corporate Commitment

The Company's first set of official Environmental Principles was formulated more than 15 years ago to address areas including compliance with government regulations, energy conservation, waste reduction and disposal and sustainable use of natural resources. Today, we are integrating these activities into an enhanced environmental program to govern future initiatives. We have created an Office of Environmental Responsibility with senior executive oversight to ensure a comprehensive approach to improving the Company's environmental performance.

2. Where We Work

Our facilities and infrastructure represent some of our most significant opportunities for improvement. Whether by promoting energy efficiency, supporting green building design, reducing paper use and other waste streams, using environmentally-sensitive

cleaning products or rethinking how and what we serve in our cafeterias, we are expanding existing programs and crafting new strategies to reduce negative impacts.

Our existing environmental program includes energy conservation, waste stream reduction and sustainable use of natural resources.

Energy conservation efforts to date include: energy efficient design criteria in facilities, installation of energy efficient technology during new and retrofit construction, use of high efficiency motors, chillers and cooling towers, energy efficient lighting retrofits and managing electrical peak demand through building controls.

Waste streams reduction and disposal efforts to date include: proactive paper recycling programs, proper disposal of lamps and batteries and selection of vendors with environmental programs.

Sustainable use of natural resources to date includes: respecting existing trees, soil and wildlife during construction of facilities and conservation of open spaces, water and fuel.

3. How We Work

The products we purchase and the internal processes through which we conduct business also represent an important opportunity for us to reduce our environmental impact. We will work with our suppliers and employees to bring greater consideration of environmental impacts on decision-making.

In 2007, we began preparing environmental practice requirements for inclusion in certain vendor contracts (e.g., paper vendors, janitorial providers and mail room suppliers) and expect to continually expand our review of supplier relationships to purchase products and services from suppliers who demonstrate environmental and social responsibility. This review of the -environmental impact of our supply chain is a new area of focus for us, and one that we believe will require increased emphasis in the future.

Sourcing and use of paper represents one of the Company's important categories of environmental impact. Employees in key functions are being educated about the opportunities for decreasing paper consumption, in order to reduce the Company's overall paper usage and to encourage the adoption of environmentally- friendly forest management and paper production processes by our suppliers.

We will track key volumes and impacts related to consumption of various goods/commodities required to run our business and seek ways to minimize their effects.

4. How We Serve Customers

There are a number of areas in which we are providing customers with services or tools to help them manage their environmental impacts, from eliminating paper statements and reports to offering carbon offsets.

They include:

- Offering eco-related travel packages or programs from suppliers
- Enabling cardmembers to redeem rewards points for carbon offsets or donations to charitable organizations with an environmental focus.
- Advisory services to assist Business Travel customers with developing client-specific environmentally-sensitive travel policies.
- Created a green travel reporting and consulting program for Business Travel clients. This program tracks travel activities and measures environmental impacts. The information is then used to benchmark their output against their peers. Consultants are also available to offer actionable advice to help clients meet their environmental objectives.
- Encouraging the greater or exclusive use of online statements and reporting across customer groups around the world.

Focus on Travel/Tourism

Sustainable, responsible tourism is in the interest of our cardmembers and customers, our communities and consequently to our business. As a result, we are seeking to make contributions in a variety of ways.

Program spotlight:

American Express and the World Monuments Fund, longtime partners in protecting endangered sites around the world, are now focusing our joint efforts in historic preservation to emphasize conservation and sustainable tourism at sites in need. Tourism is the lifeblood of many iconic sites around the world, so enhancing the visitor experience while finding effective ways to protect and preserve these sites is critical for their survival. This effort, which is part of the American Express Partners in Preservation initiative launched in 2006, is focused on sustaining historic sites in the face of increased visitor activities and environmental impacts, and preserving them for future generations to enjoy.

As part of the initiative, \$4 million will be granted over four years to support a variety of projects that integrate historic preservation, sustainable tourism management and visitor education. The initial four projects to receive grant funding are St Paul's Cathedral, London, England; Mexico City Historic Center, Mexico; Delhi Heritage City, India; and Route 66, the historic corridor that runs between Chicago and Los Angeles in the United States.

Other programs:

- We are beginning to "green" meetings that we host to lessen the environmental impact of the actual session, entertainment, travel, etc.

- We are active supporters of the U.S. Travel Association and efforts to build awareness about sustainability in the travel industry, including the travelgreen.org website, a sustainability resource for the industry and travel community.
- In addition to providing readers with ongoing coverage about responsible travel and eco-friendly travel options, *Travel + Leisure* magazine presents the Global Vision Awards, recognizing people and organizations that have made significant contributions to the cultural, ecological and historical treasures of the traveler's world. Visit travelandleisure.com.

Visit americanexpress.com for more information about our products, services and environmental responsibility efforts.