

Excerpt from Morningstar, November 15, 2007  
<http://news.morningstar.com/articlenet/article.aspx?id=213272>

## Going Beyond the Hype of Green Investing

An initial roadmap for navigating the growing number of "green" funds and ETFs.

It seems these days that everywhere we look we're being asked to "go green." With all the attention surrounding Al Gore's documentary, "An Inconvenient Truth," and his new Nobel Prize, it's not surprising we're seeing a growing number of mutual funds and ETFs touting green credentials. As a result, we'd like to assist investors in identifying the strongest investment options among this growing fund and ETF niche.

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**What Does Green Mean?** We've seen several approaches to green investing. We call one style the "best-in-breed" approach, in which the idea is to invest in companies with industry-leading environmental track records. That tack guides ...

because its managers consider them to be among the greenest operators in their industries. We also see funds like ...

that invest in "clean" companies, meaning those that have no negative environmental impact. Lastly, a number of funds invest in "environmentally proactive" firms that produce goods or services linked to green initiatives like alternative energy, energy efficiency, emissions reduction, water distribution, and agriculture. Such options include ...

and the ETF PowerShares WilderHill Clean Energy (PBW).

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