

# PRESS RELEASE

For Immediate Release

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## **[EarthTechling.com](http://EarthTechling.com) Announces Acceptance Into Astia's Elite Entrepreneur Program and Community**

*EarthTechling.com Joins Astia's Global Network of entrepreneurs, investors, corporations and industry leaders.*

**PORTLAND, OR – (October 7, 2011) –** [EarthTechling.com](http://EarthTechling.com) today announced its invitation to join Astia, the premier global network serving women-led high growth start-ups since 1999.

[EarthTechling.com](http://EarthTechling.com) is the only Oregon start-up and the only clean technology publisher invited to join the elite Astia community for this Fall's San Francisco entrepreneur program.

Led by CEO Patricia Marchetti and Editor in Chief/President Nino Marchetti, [EarthTechling.com](http://EarthTechling.com) has grown to become one of the largest green technology news publications worldwide focused on covering this growing space for consumers just two short years after launching.

A handpicked group of just 224 companies across the globe have been invited to become Astia clients since 2003. Astia clients are served by the network, program, and resources throughout the company's growth. Invitations are extended only to those companies that pass Astia's robust screening and qualification process.

"With each new class of entrepreneurs joining the Astia program, I'm impressed to find these leaders are as talented, innovative and committed to the success of their business as their past peers," commented Sharon Vosmek, CEO, Astia. "Each company Astia is welcoming into this year's San Francisco program earned its place through an extremely competitive screening process. I look forward to working with [EarthTechling.com](http://EarthTechling.com) to help accelerate its path to success by teaming them with industry leaders and building valuable connections within the investor community."

"We are honored and thrilled to be invited to join Astia's global community of entrepreneurs and to take part in such a prestigious

program,” said Co-Founder and CEO Patricia Marchetti at [EarthTechling.com](http://EarthTechling.com). “We are confident that Astia will provide us with the relationships and connections that we need to accelerate our publication’s growth and nurture our organization so we’re able to continue reporting on green technology for years to come.”

### **ABOUT ASTIA**

Astia is a global non-profit organization that uniquely sources innovation to exceptional start-ups. Guided by a proven philosophy that gender diversity is an essential element of innovation, Astia works with start-ups around the world as they access capital, grow their businesses, and hone the leadership skills of their founding teams. The Astia model of engaging a community of experts to the benefit of the select start-ups it serves has resulted in an exceptional success rate: since 2003, 60 percent of companies that have participated in the Astia Investor Forums have secured funding or achieved an exit within one year of presenting, totaling more than half a billion dollars raised and 17 exits, including two IPOs. Headquartered in San Francisco, Astia delivers programs for entrepreneurs in Silicon Valley, New York, London and India. For more information, visit [www.astia.org](http://www.astia.org).

### **ABOUT EARTHTECHLING.COM**

[EarthTechling](http://EarthTechling.com) is an online consumer publication focused on all things green technology. From clean energy and electric vehicles to green gadgets and green buildings, our passionate team and readers weigh in on the latest green news, services, and products. We cover advancements in green technology occurring around the world from our home base here in Portland, Oregon, and have been doing so since late summer of 2009.

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