

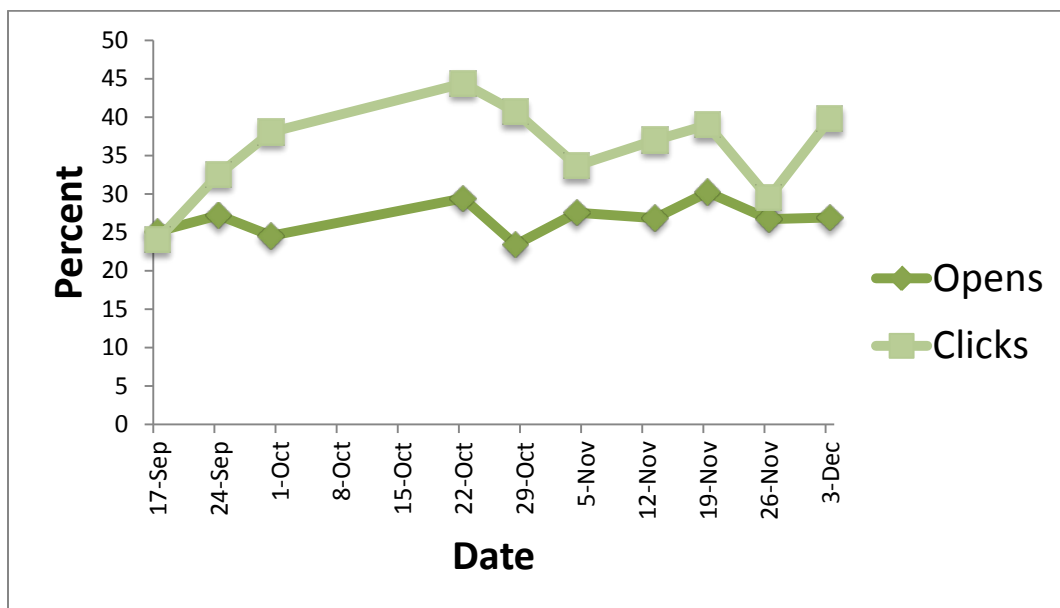


Newsletter and Website Statistics

Newsletter:

Constant Contact has been used to deliver weekly Newsletters since May 2013.

- May: 643 subscribers; Currently: 738 subscribers
- Climate Commons Highlights are most clicked on links
- Industry average open rate = 22%; CA LCC open rate range = 28-34%



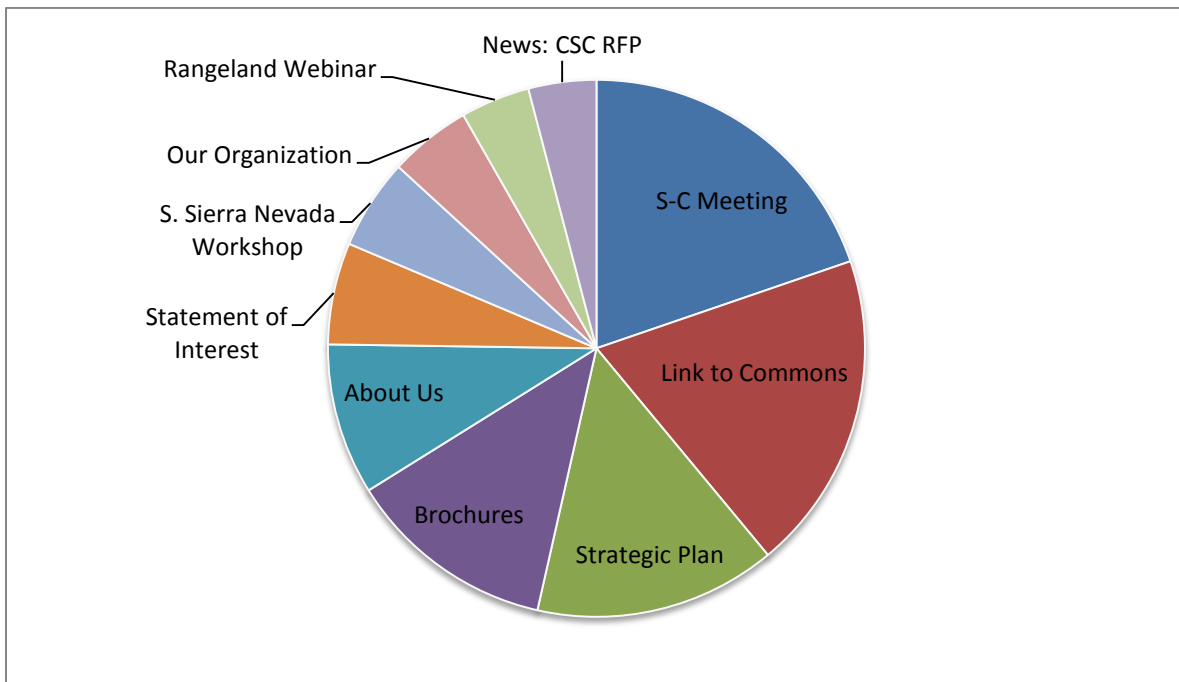
Percent of newsletters opened and of the opened newsletters percent on which a link was clicked for the past ten weeks.

CA LCC Website: (From Dec. '12 – Dec '13)

- 4,729 Unique visitors
- 26,000 Pageviews; 2,300 events (i.e. PDF downloads and link clicks)
- 40% of visitors return at a later time
- Sacramento, Portland and San Francisco are top viewer locations.



Pageviews (n = 21,000) for Most Visited Pages



Most Common Event Location (n = 1,175)