

First Ranch Approved Under IMI Global's VerifiedGreen(TM) -- Cattle Sold at Auction With Carbon Credits Represents New and Innovative System for Food Production

VerifiedGreen Recognizes Rancher's Commitment to Environmentally Sustainable Agriculture and Provides Food Producers the Opportunity to Convey Sustainable Production Practices to the Consumer

- **Press Release**
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CASTLE ROCK, CO--(Marketwire - 07/30/09) - Integrated Management Information, Inc. (IMI Global) (OTC.BB:[INMG](#) - [News](#)), a leading provider of verification solutions in the agricultural/livestock industry, today announced that the nation's first cattle were sold at auction under the Company's new VerifiedGreen(TM) program ([See More Information](#)), an innovative verification system that caters to ranchers, retailers and consumers who are committed to reducing their carbon footprint.

The cattle auction featuring animals that were assigned a specific number of carbon credits took place on Monday, July 27, 2009, on Superior Livestock's (<http://www.superiorlivestock.com/>) Video Royale XVII sale in Winnemucca, Nevada. Buyers of the cattle -- typically feed yards -- paid the owner, Mayfield Ranch of Hidalgo, N.M., one price for both the cattle purchased at auction and the carbon credits associated with the sustainable activities of the ranch. Butch Mayfield, owner of Mayfield Ranch, said, "We are very excited to be participating in the carbon market with IMI Global and VerifiedGreen. It has been hard to determine the actual value of carbon credits, but this program ensures the benefit of our credits will stay in the beef industry and not be sold to benefit another industry. One group of the cattle we sold brought \$1.36 per pound and topped the market that day so we are very pleased with the results."

The VerifiedGreen solution was developed by IMI Global to address sustainability programs such as the initiative recently introduced by Walmart ([See More Information](#)), which will develop a Sustainability Product Index to encourage its suppliers to reduce greenhouse gas emissions and embrace environmentally sound production practices.

Under the VerifiedGreen program, farmers and ranchers who employ environmentally sustainable production processes can have their operations verified "green" by IMI Global's auditors, making them eligible to market their animals with carbon credits attached. The quantity of carbon credits attached to each calf is determined independently for each ranch based on the carbon sequestration rate of the land where the cattle were born and raised. The program is expected to appeal to forward-thinking producers who

are both environmentally conscious and looking for a unique method of capturing value from the carbon market.

"The benefit of marketing carbon credits attached to cattle or other commodities is that it simplifies the process for farmers and ranchers," said John Saunders, CEO of IMI Global. "Instead of having to develop new markets and customers for the credits they have to sell, farmers and ranchers can provide additional value to their current customers already buying the cattle. As cattle move through the production process, subsequent owners will be able to 'bank' these credits and offset their own emissions. Eventually, consumers who buy the sustainably produced food products at retail will be the primary drivers pulling these products through the process."

VerifiedGreen encourages farmers and ranchers to adopt, maintain and/or enhance environmentally sustainable production processes with reduced carbon output. These practices can include a wide variety of initiatives ranging from improving grazing programs that foster CO2 sequestration and forage quality to wind and solar energy systems to earth friendly feed to biodigesters that recover methane from manure to reduce emissions and produce electricity, heat and hot water for operations. IMI Global's role is to verify that its customers are implementing and sustaining such progressive practices, ensuring that the products they are producing are truly "green."

About IMI Global

Founded in 1995, IMI Global is a leading provider of verification and Internet solutions for the agriculture industry. Go to <http://www.imiglobal.com/> for additional information. IMI has worked with some of the largest agricultural organizations in the United States, providing web-based applications for verification and identification as well as a range of consulting services tailored to meet each customer's needs. Additional IMI web sites include www.USVerified.com and <http://www.petsupplyverified.com/>.

CAUTIONARY STATEMENT

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about new business development, growth potential, market leadership, the impact and efficacy of the Company's products and services on the marketplace and customers, are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition, governmental regulation of the beef industry, the market for beef and other factors. In addition, financial results for the three and nine-month periods are not necessarily indicative of future results. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new

information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at www.sec.gov.

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