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ENVIRONMENTAL LIFESTYLE EXPERT DANNY SEO WILL JOIN CBS NEWS' "THE EARLY SHOW" AS A CONTRIBUTOR

(Friday, June 22, 2007) FOR IMMEDIATE RELEASE—Environmental lifestyle expert Danny Seo, who will offer creative ideas and simple solutions for modern, eco-friendly living, will join CBS News' THE EARLY SHOW as a contributor; it was announced by Steve Friedman, Vice President, Morning Broadcasts, CBS News. The appointment is effective today.

Seo is a best-selling author, columnist, designer and television host. He has made frequent appearances on THE EARLY SHOW as an environmental pioneer and teacher of green living. His special "Red Hot and Green" recently aired on HGTV. He is the author of the *Simply Green* book series (Harper Collins) and is regarded as one of the most trusted authorities on green living.

Seo has penned six lifestyle books that have become worldwide bestsellers. He is the Editor-at-Large for *Country Home* magazine and was featured as a guest co-editor for *Elle* magazine's "Green" issue in May of this year. Seo was named one of *Crain's New York Business* "40 Under 40 To Watch" and one of *People* magazine's "50 Most Beautiful People in the World." He has been honored for his work around the globe with awards from the president's office in both South Korea and Taiwan, two countries where his books have been translated and are bestsellers.

At the age of 12, Seo started an environmental group called Earth 2000 and, by his 18th birthday, had transformed the grassroots organization into the country's largest teenage activist charity spearheading worldwide campaigns on behalf of the environment.

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