



mouth : public relations

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**Mouth Public Relations Signs
The Nation's Leading Environmental Lifestyle Expert and
Hollywood's Eco-Stylist,
Danny Seo**

Firm Will Promote Seo's Brand, as Well as His New "Simply Green" Book Series

(November 6, 2006) FOR IMMEDIATE RELEASE—Justin Loeber, President, Mouth Public Relations, LLC announced today that his firm has signed Environmental Lifestyle Expert **Danny Seo** to its roster of clients. Seo—who has been named “40 Under 40 To Watch” by *Crains New York Business*, as well as *People* magazine’s “50 Most Beautiful People in the World”—is a Sirius Satellite Radio host; Editor-at-Large, *Country Home* magazine; Host of the “Simply Green with Danny Seo” TV series on LIME TV (www.Lime.com/TV), and author of a new “Simply Green” series of books, entitled *Simply Green Parties* and *Simply Green Giving* (published by Collins, an imprint of HarperCollins Book Publishers). Mouth Public Relations will feature both books as they kick off the media campaign, which will commence during the 2006 holiday season.

Born on Earth Day in 1977, Seo has been building his brand since the age of 12. With \$23 and a few friends, Seo founded the grassroots organization Earth 2000, which

in six years became the country's largest teenage activist charity, spearheading worldwide campaigns on behalf of the environment.

Now at 29, Seo encourages Americans to learn to live a greener life. Says Seo, "I've always believed green living can be gorgeous. Today, everyone wants to live a greener lifestyle, but not everyone knows how. I give people the inspiration, information, and how-to tips to make green living beautiful and easy." Seo's books, website (WWW.DANNYSEO.COM), popular blog, weekly Sirius radio show, and TV show together form the platform where he offers his extraordinary lifestyle tips. Seo is a popular Hollywood stylist, dressing some of our favorite celebrities in environment-friendly fashion and consulting on the renovation of their homes. Seo also is proud to raise money on behalf of eco-charities.

Justin Loeber says, "I am thrilled to be promoting a man with a very important message, and if I have anything to do with it, Danny Seo's mantra will continue to ring loud and clear with the consumer. The time is now for Danny Seo."

For more information about Danny Seo or his books, please call Justin Loeber at 212-260-7576 or visit www.MouthPublicRelations.com.

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