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RUBY FALLS CONTINUES ON ENVIRONMENTAL PLAN, ANNOUNCES INSTALLATION OF SOLAR PANELS

CHATTANOOGA, Tenn. Ruby Falls installed solar panels on Friday, April 10th in another push toward a more eco-friendly attraction. This is the next step in Ruby Falls' commitment to environmental responsibility and providing a better experience for visitors.

"Installation of solar panels is only the latest example of Ruby Falls taking a responsible approach to making meaningful changes," said Dobbin Callahan with Skye Con, a third party environmental consulting company working with Ruby Falls (www.skyecon.com). "It has been a privilege to be involved with this dedicated and professional team as they have significantly improved the environmental footprint of the attraction. They are making a difference."

"Ruby Falls should be very proud as one of the first major Tennessee attractions to take a leadership role in demonstrating how renewable energy generation can become an integral part of one of the Southeast's favorite tourist destinations," said President & CEO Tom Kilgore of TVA. "It is a testament to their dedication and commitment to clean, renewable, sustainable energy development. TVA is proud to be a supporter of this effort."

"Currently our main focus is on efficiency in our cavern and renewable solar energy," said Hugh Morrow, president of Ruby Falls. "This project is the equivalent reduction of gasoline usage by over 9,000 gallons, as well as the equivalent of the carbon sequestered by over 18 acres of pine forest. We are truly indebted to the State of Tennessee and their Clean Energy Technology Program - without their support this would not have been possible."

The solar panels, installed by Big Frog Mountain (www.bigfrogmountain.com), are capable of producing 16,000 KWH of renewable energy per year. This combined with the use of computer-controlled high efficiency lighting in both LED and compact fluorescents has reduced and offset power consumption by over 24%.

Ruby Falls' environmental management team created initiatives in four main areas: waste reduction & increased recycling, increasing the use of renewable energy, reduction in green house gas emissions and sustainable land use planning.

While Morrow stated, "our environmental journey will never be complete," Ruby Falls has made enough progress to be the first U.S. attraction to successfully complete the Green Globe International environmental certification process. For more info on Green Globe, visit www.greenglobeint.com.

Ruby Falls is America's deepest commercial cave and largest underground waterfall open for public viewing. It features a 145-foot waterfall located 1,120 feet beneath the surface of Lookout Mountain, near Chattanooga, Tennessee. The attraction has been named as a "Top 7 United States Natural Wonder," on a list that includes Yosemite, Niagara Falls and the Grand Canyon, as well as on a list of "Top Ten Hidden U.S. Treasures." More information on Ruby Falls can be found at www.rubyfalls.com.

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