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**\$10 MILLION CONSERVATION CENTER TO BENEFIT LANDOWNERS,
ENVIRONMENT**

*Doris Duke Charitable Foundation & Robert W. Wilson Commit to Strengthening Incentives For
Protecting U.S. Species & Habitat*

(4 March, 2003 -- New York) The Doris Duke Charitable Foundation (DDCF) and Environmental Defense today announced the creation of the Center for Conservation Incentives, a comprehensive program to promote more efficient and effective approaches to conservation of habitat on the nation's private lands. DDCF awarded a \$5 million grant over five years to Environmental Defense to establish and manage the Center. Thanks to a challenge grant to Environmental Defense from Robert W. Wilson, an Environmental Defense Board member and private investor, the Center is guaranteed an additional \$5 million.

"We believe there is a pressing need to develop effective incentives for landowners to protect the nation's natural heritage," said DDCF president Joan E. Spero. "We are pleased to support Environmental Defense in this important endeavor."

"Most endangered species in the United States rely on private lands for their recovery. Too often, conservation laws have encountered resistance from landowners. This Center will take a leading role in promoting incentives as a way to benefit both landowners and biodiversity," said Environmental Defense President Fred Krupp. "We are extremely grateful to DDCF for its generosity and vote of confidence."

"This grant will further demonstrate the power of incentives," said Robert W. Wilson. "My Environmental Defense challenge grants aim to promote economic growth while bettering the environment."

Under Environmental Defense's direction, the Center will seek to direct public conservation funding under the Department of Agriculture's Farm Bill and programs of the Department of the Interior toward biologically significant regions, conduct research and mapping, and disseminate information about promising incentives. The Center will be guided by an advisory committee and will provide resources to other organizations to develop pilot approaches to creating incentives or improving existing ones.

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Environmental Defense has a long track record in designing and implementing effective incentive-based approaches to conservation. Environmental Defense played a leading role in designing the Conservation Reserve Enhancement Program and the Safe Harbor Program, two incentive programs that have resulted in conservation actions on more than 3 million acres of private lands in 25 states.

The Doris Duke Charitable Foundation's mission is to improve the quality of peoples' lives by nurturing the arts, protecting and restoring the environment, seeking cures for diseases, and helping to protect children from abuse and neglect (www.ddcf.org).

Environmental Defense, a leading national nonprofit organization based in New York, represents more than 300,000 members. Since 1967, Environmental Defense has linked science, economics, and law to create innovative, equitable, and cost-effective solutions to the most urgent environmental problems (www.environmentaldefense.org).

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