



FOR IMMEDIATE RELEASE
Photos Available

Earthcycle Packaging: 2007 GLOBE Awards Winner

Vancouver, BC – Vancouver, BC-based Earthcycle Packaging proudly announces its win at the sixth annual GLOBE Awards in Toronto, Ontario yesterday. Earthcycle was announced the winner of the Award for Technology Innovation and Application at the EECO 2007 Environment & Energy Conference Closing Gala Luncheon. The annual environmental awards are intended to recognize those Canadian companies that have taken a proactive approach to unique environmental and sustainability challenges, while maintaining strategic excellence in business practices.

“Earthcycle is thrilled to have won this prestigious GLOBE award,” said Shannon Boase, Earthcycle President and Founder. “It is a wonderful feeling to know that Earthcycle’s compostable packaging has been recognized in such a way. This award gives me additional momentum as I move forward, educating people on their packaging options.”

Earthcycle is recognized for its commitment to environmental excellence, having developed a sustainable packaging option made from a renewable resource called palm fiber – a waste product discarded when the palm fruit is harvested throughout the year for its oil. Earthcycle’s packaging is a natural product that can be thrown into the compost where it will biodegrade in up to 90 days, turning into healthy productive humus for the soil.

The GLOBE Awards, supported by The GLOBE Foundation and The Globe and Mail (Canada’s national newspaper), are considered the most recognized and respected national awards of their kind. They are presented to extraordinary Canadian companies and industry groups who have successfully managed to balance competitive business strategies and sustainable development, yielding bottom line results.

Each year The GLOBE Foundation and The Globe and Mail proudly support the commitment of these business leaders by recognizing outstanding achievement in environmental stewardship with the GLOBE Awards for Environmental Excellence. Considered to be the most high-profile national awards series of its type, the GLOBE Awards are judged by a panel of experts recognized in the Canadian business community.

The Corporate Award for Technology Innovation & Application, presented this year to Earthcycle Packaging, acknowledges an organization or group of organizations that have demonstrated outstanding technical ingenuity in the development and/or application of an innovative technology or process with a significant environmental application and/or benefit.

About Earthcycle

Earthcycle has used the design brilliance of nature to develop innovative sustainable packaging made from a renewable resource, called palm fiber, which composts in up to 90-days, turning into a healthy contribution to the soil.

Earthcycle's President, Shannon Boase, was first introduced to palm fiber packaging while managing a technology commercialization fund for the Malaysian government from May 2002 to July 2004.

It is Boase's hope that in the near future –when more municipalities implement green-waste programs and household compost bins are commonplace – that consumers will make a green decision and seek out Earthcycle packaging, not only halving their household waste through composting, but reducing the negative impacts of the landfilling of plastics.

-30-

For more information on Earthcycle, please visit www.earthcycle.com

For more information on this year's GLOBE Awards winners, please visit www.theglobeawards.ca

Reference:

Laura Murray

Curve Communications

T: 604.684.3170 ext. 112

C: 604.306.0027

lauramurray@curvecommunications.com