



FOR IMMEDIATE RELEASE

Earthcycle Packaging Announces Expansion into Australian and New Zealand Markets

Compostable packaging company partners with leading Australian distributor J-Tech Systems Pty Ltd.

VANCOUVER, BC – Earthcycle, an innovative and award-winning developer of certified* compostable and renewable packaging, is pleased to announce its Australian and New Zealand distribution partnership with J-Tech Systems Pty Ltd., a leading manufacturer of self-adhesive produce labels. J-Tech Systems will commence its introduction of Earthcycle Packaging to the Australian public at the upcoming Sydney Organic Expo, July 25 through 27, 2008 at the Sydney Convention & Exhibition Centre in Darling Harbour.

“Earthcycle is thrilled to partner with J-Tech Systems, a seasoned and professional distribution company with roots in the Australian and New Zealand markets,” said Shannon Boase, President and Founder of Earthcycle. “With J-Tech’s extensive expertise in the horticultural industry, this gives Earthcycle additional momentum in our quest to educate consumers about sustainable packaging options.”

Based in Vancouver, British Columbia, Earthcycle packaging is made from a renewable resource called palm fiber – a natural waste product discarded when the palm fruit is harvested for its oil. Earthcycle’s certified home compostable packaging complies with US FDA requirements for contact with food, turning it into a healthy, productive humus for the soil in less than 90 days. The raw fiber used in production for Earthcycle is sourced from palm plantations in West Malaysia that have been reviewed against principles and criteria established by the Roundtable on Sustainable Palm Oil (RSPO). Based on the above, Earthcycle’s sources of raw material have not replaced any primary forest nor converted any Environmentally Sensitive Areas (ESA) for the purpose of palm oil production.

“We pride ourselves on our ability to continually provide consumers with innovative packaging solutions, and Earthcycle is a perfect complement to our business goals,” explained Stuart Abbott, General Manager of J-Tech Systems Pty Ltd. “We are wholly committed to helping Earthcycle grow their business and reach new customers throughout Australia and New Zealand.”

J-Tech Systems is a leading manufacturer of self-adhesive labels for fresh produce, and is a prominent supplier of automation technology to the Australian and New Zealand fresh produce industry.

You can also visit J-Tech at booth 8 at the PMA Fresh Connections Conference, August 14 to 15, 2008 at Four Points by Sheraton Hotel, 161 Sussex Street, Darling Harbour, Sydney, Australia.

**Earthcycle products not only comply with FDA requirements for contact with food, the packaging company has also passed American Society for Testing and Materials Standards (ASTM) D6400/D6868 biodegradability and compostability tests, the compostability standard for North America. It has further lab documentation attesting to its home compostability. In addition, the Biodegradable Products Institute (BPI) has awarded Earthcycle the BPI compostable logo, which certifies that Earthcycle's packaging will biodegrade completely and safely. Earthcycle has passed rigorous Biobased Content testing, defined by the Farm Security and Rural Investment Act (FSRIA) of 2002, confirming the materials used to produce its signature packaging line are certifiably renewable.*

-30-

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 less than 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.

Since its inception in November 2005, Earthcycle's durable packaging has proven to be an innovative and eco-friendly way of reducing the ever-growing packaging crisis that is the chief contributor to North America's mounting waste problem.

Earthcycle's packaging is currently available in select Wal-Mart, Whole Foods, Safeway, Publix, Loblaws, and Trader Joe's, among others.

In October 2007, Earthcycle and the Oppenheimer Group were named the winners of the inaugural Impact Award for Sustainability by the Produce Marketing Association (PMA), which bestowed its first annual Impact Award for Excellence in Produce Packaging at the PMA Fresh Summit International Convention and Exposition.

In March 2007, Earthcycle was named the winner of the Award for Technology Innovation and Application at the GLOBE Awards, part of the EECO 2007 Environment & Energy Conference, and was also an esteemed Packaging Innovation winner at the 2008 DuPont Awards, recognizing the Earthcycle™-Natureflex™ Organic Kiwi Package.

Learn more, visit: www.earthcycle.com

About J-Tech Systems Pty Ltd.

Formed in 1998, J-Tech Systems Pty Ltd. manufactures self-adhesive labels for fresh produce, and is a prominent supplier of technology to the Australian fresh produce industry. The company has distribution partnerships with Sinclair International, the Jenkins Group, Sorma S.P.A., Sunkist Growers Inc. of USA, and ripeSense Limited.

For more information about J-Tech Systems Pty Ltd., visit www.jtechsystems.com.au or contact Andrew Turnball (andrew@jtechsystems.com.au).

Reference:

Laura Murray

Vice President, Client Services

Curve Communications

T: 604-684-3170 x112

C: 604-306-0027

lauramurray@curvecommunications.com