



FOR IMMEDIATE RELEASE

Earthcycle announces new eastern Canadian distribution agreement

Vancouver, BC -- Earthcycle Packaging is pleased to announce its strategic distributor relationship with Ontario-based Crawford SupplyLINE. Earthcycle's new distributor relationship will support continued growth and demand of the company's certified* compostable and renewable packaging by retailers and customers throughout eastern Canada.

"Earthcycle continues to expand its market reach by aligning itself with experienced packaging distributors who understand our company's mission to improve environmental impacts, while informing retailers about sustainable packaging options," explained Shannon Boase, President and Founder, Earthcycle. "We are extremely pleased to know that Earthcycle's packaging is growing in demand and awareness, and to support this, our new distribution agreement with Crawford SupplyLINE ensures our product continues to reach our valued customers in eastern Canada. Our new and loyal customers in eastern Canada can now purchase our signature packaging with Crawford SupplyLINE. Monte Packaging continues to be our distributor in Mid West and Eastern USA and will also remain a distributor for Ontario and Quebec markets."

Crawford SupplyLINE Vice President of Sales and Marketing Martin Schieck said: "We are proud to have established this relationship with Earthcycle - the undisputed leader in the environmentally responsible packaging sector. And having recently launched Guardian Certified, a site providing timely environmental information and green products, we are extremely confident that we will continue to heighten awareness, while educating our customers about Earthcycle's certified compostable packaging – the demand for this packaging will only increase. We certainly look forward to a long and mutually beneficial relationship."

According to the Green Living Report, the marketplace for natural products grew by 25 percent from 2006 to 2008 despite slower consumer spending throughout the economy.

Consumers seek out information on how to shop smarter and greener. Retailers are the link between the suppliers and the consumers as they are the first point of contact, and as a result, are able to communicate environmental impacts directly to consumers. One of the most successful ways to improve those impacts and deliver them directly to consumers is through packaging.

Packaging is an easy tool with which to communicate a message. Earthcycle's packaging clearly addresses sustainability and communicates this message to customers through its easily identifiable graphic, synonymous with certified compostable, renewable packaging.

"Earthcycle has and continues to work tirelessly to grow its brand recognition and brand loyalty at every level," says Boase. "Leading distributors, like Crawford SupplyLINE, will

help inform customers about their purchasing decisions, so they can make smarter and safer choices, which ultimately impact the world that sustains us. If we all work together at every level – change will inevitably occur.”

**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, as well as European DIN CERTCO biodegradability and compostability certification 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. Finally, 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.*

About Earthcycle

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 certified home compostable packaging is a natural product that complies with FDA requirements for contact with food, turning into 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. Earthcycle has proved beyond doubt that its signature packaging products are certified compostable, passing rigorous European testing by German-based DIN CERTCO.
www.earthcycle.com

- October 2007: Earthcycle and the Oppenheimer Group named winners of the inaugural Impact Award for Sustainability by the Produce Marketing Association (PMA).
- March 2007: Earthcycle named the winner of the Award for Technology Innovation and Application at the GLOBE awards.
- April 2008: Earthcycle and Innovia Films won the prestigious DuPont Award for Packaging Innovation, recognizing the Earthcycle™-Natureflex™ Organic Kiwi Package.

About Crawford SupplyLINE

Crawford SupplyLINE is a distributor of packaging supplies and equipment. With over 45 years of experience the Company has developed deep expertise in many markets including produce and fresh food. Serving the leaders in these markets, SupplyLINE has unique solutions to help our customers grow their businesses.

For more information on Earthcycle, or to learn how you can get involved, please visit www.earthcycle.com.

For more information on Crawford SupplyLINE, please visit www.crawfordsupplyline.com

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