



FOR IMMEDIATE RELEASE
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Earthcycle Packaging urges retailers to view themselves as leaders in sustainability

Vancouver, BC – Earthcycle, the award-winning developer of certified* compostable and renewable packaging, will attend the annual PMA Fresh Summit International Convention & Exposition, from October 2 to 5, 2009 in Anaheim, California, urging retailers to view themselves as leaders in sustainability given the significant impact they play on customers' purchasing decisions.

"I am truly honoured to be chosen again as a finalist for the PMA Impact Award. Earthcycle has come a long way since the company's inaugural win five years ago. I am happy to note the immense progress made to improve environmental impacts and the efforts to communicate and educate retailers and repackers about sustainable packaging options," notes Shannon Boase, Earthcycle President and Founder. "There is a growing awareness of the food industry and its significant impact on people and the globe. We need to think of retailers as leaders and educators; they help consumers build sustainable consumption into their lives."

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.

"I urge food retailers to look at themselves as leaders in sustainability," says Boase. "Retailers can make a world of change, especially because consumers today are thinking about environmental impacts when making purchases. They are looking for direction, and retailers have the power to point them in the right direction."

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 want to know how they can shop smarter and greener. 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 retailers in sustainability today are highly transparent in the packaging they carry, thus ensuring customers know whether they are purchasing compostable, reusable, recyclable packaging. When this transparency is executed correctly, it is a win-win situation for everyone."

For more information on how you can make a difference, be sure to visit Earthcycle at booth #4358 at the PMA Fresh Summit.

**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.

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

For more information on PMA Fresh Summit, please visit www.pma.com/freshsummit/2009/

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