



FOR IMMEDIATE RELEASE

Earthcycle: 2009 Social Venture Network Innovation Award Winner

Vancouver, BC – Earthcycle packaging proudly announces the company's 2009 Social Venture Network (SVN) Innovation Award Win. SVN, the country's leading network of socially responsible entrepreneurs, investors and non-profit leaders will honour Earthcycle at the SVN Fall Conference, October 22 to 25, 2009 in La Jolla, California. The Awards support the "next generation" of socially responsible business and non-profit leaders by providing them access to the people and resources that can help support the growth and success of their respective enterprises.

"Earthcycle is thrilled to be acknowledged by the SVN with this prestigious award win," said Shannon Boase, Earthcycle President and Founder. "It is a wonderful feeling to know that Earthcycle's certified*, compostable packaging has been recognized by an esteemed panel of judges because of our socially responsible, sustainable initiatives. Our goal is continue growing, educating and building awareness of the environmental impact when making purchasing decisions, while directly influencing the socially responsible behavior of others."

Based in Vancouver, BC, Earthcycle packaging is 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.

A panel of 16 judges, including socially responsible CEOs, academic and non-profit leaders selected 13 outstanding finalists, and 5 award winners and 2 honorable mentions.

Earthcycle will attend the 2009 SVN Fall Conference, October 22 to 25, 2009 to be held at the Estancia La Jolla outside of San Diego, California, as well as a special ceremony in honour of the award winners, hosted by Mark Albion, of Babson College.

For more than 22 years, SVN has inspired a community of innovative business leaders,

investors, and social entrepreneurs to collectively pursue a more just and sustainable economy, through the growth of such initiatives as socially responsible investing, organics, fair trade, sustainable consumer products, local economies, and green building. SVN champions this effort through member-led initiatives, sharing of tools and best practices, the SVN Book Series and bi-annual conferences that empower its members to work together on behalf of this shared vision.

For more information about SVN and the award winners, please visit www.svn.org/awards

**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 (www.earthcycle.com)

Earthcycle has used the design brilliance of nature to develop certified*, 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.

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.

- 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.
- September 2009: Earthcycle wins SVN Innovation Award.

About Social Venture Network (www.svn.org)

Founded in 1987 by Josh Mailman and Wayne Silby, Social Venture Network (SVN) is a peer-to-peer network of CEOs, investors, and non-profit leaders committed to building a just economy and sustainable planet. SVN believes in a triple bottom line for business, one that values healthy communities and the human spirit, as well as high returns. SVN members are part of an expanding global network of pioneering entrepreneurs who share this vision and are helping to transform the way the world does business.

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