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Preserve® Gimme 5™ Announces Winners of the Local Heroes of Recycling Contest

This Earth Day Preserve along with partners Stonyfield Farm®, Brita®, Tom's of Maine®, Seventh Generation™ and Whole Foods Market® honor 10 regional recyclers.

WALTHAM, Mass. (April 19, 2011) Preserve Gimme 5 launched the nationwide search to find avid recyclers in March. The contest focused on bringing forward the "Local Heroes" of recycling in ten different regions nationwide including participants in the Gimme 5 recycling program. Now their inspiring recycling efforts are being acknowledged.

Hearing the call to recognize inspiring recycling efforts, dedicated nominees came out of the woodwork with vibrant examples of stirring and heartwarming recycling activities in their local communities. Profiles emerged of local heroes including the Recycling Runner, the Eco-dentist, the Recycling Nerd, the Social Maven and the Whole Foods Market Customer Service Educator. But it was a Massachusetts woman who stood out as the ultimate local hero. Gayle Gordon's role as a Gimme 5 program advocate led to the adoption of the program at her local Whole Foods.

Not only is Gayle a conscientious recycler but she has been instrumental in making others more aware of the importance of recycling. Her attitude toward recycling truly embodies Preserve's motto of "Nothing Wasted, Everything Gained." She is motivated to work toward a greener, more environmentally-responsible world, through many efforts to grow recycling programs in the community.

"We want to thank all the dedicated recyclers and Gimme 5 participants who have taken an active role in inspiring others with their actions and have helped to grow the Gimme 5 program," says Preserve Founder and CEO, Eric Hudson. "Recycling remains one of the best ways for people to reduce our waste and greenhouse gas emissions."

Preserve and the Gimme 5 partners are thanking the selected recyclers for their individual efforts by awarding the winners from ten different regions with a prize package including products and coupons, valuing \$150, from Preserve, Stonyfield, Brita, Seventh Generation & Tom's of Maine.

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The grand prize winner, Gayle Gordon, will be sent to the Opportunity Green conference November 10-11 to learn about new approaches to sustainability to share with her community and propel her inspiring activities for the Earth. The all-expense paid trip includes airfare, hotel stay and a pass to Opportunity Green in Los Angeles, CA.

Preserve launched the Gimme 5 program in 2009 by working with Whole Foods Market to offer a #5 plastic polypropylene (PP) recycling option in their stores providing a much-needed outlet for consumers to recycle their #5 plastic. Presently, Preserve Gimme 5 collection bins are located in more than 230 Whole Foods Market stores in most regions of the U.S. as well as select independent cooperative markets. Thousands of consumers recycle through the Gimme 5 program nationwide. In 2010, the program collected 158,000 lbs. of recycled yogurt cups, hummus and cottage cheese containers, and countless other tremendously reusable # 5 plastic packages.

According to the EPA, less than two percent of discarded polypropylene or #5 plastic is collected for recycling in the United States.

The winners of the Local Heroes of Recycling Contest include:

Grand Prize Winner

North Atlantic

Gayle Gordon, Waltham, MA

Regional Winners

Pacific Northwest

Cynthia Caudill, Hood River, OR

South

Sarah O'Connor, Raleigh, NC

Northern California

Justin Milliu, San Jose, CA

Florida

Allen Barnowich, Fort Lauderdale, FL

Rocky Mountain

Richard DeLillo, Albuquerque, NM

Mid Atlantic

Dr. Mary Trahar, Annapolis, MD

Midwest

Renee Sweany, Indianapolis, IN

Northeast

Christine Jensen, Brookhaven, NY

Southwest

Emily Freeland, Bryan, TX

Preserve Gimme 5 will be awarding the Local Heroes from April 18-22 in honor of Earth Day. To read more about each of the Local Heroes, visit <http://www.preserveproducts.com/local-heroes>.

To learn more about the Gimme 5 program, visit www.preserveproducts.com/recycling/gimme5.

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About Preserve

Preserve is the leading producer of stylish 100% recycled household products. Preserve turns yogurt cups into toothbrushes and take-out containers into cutting boards. Through innovations in recycling, environmentally responsible materials, and sustainable design, Preserve has been finding more resourceful ways to make everyday products for the kitchen, table, and bathroom since 1996. The company is powered by the recycling efforts of individuals and companies via its Preserve Gimme 5 program. This program accepts #5 plastics that most US municipalities do not recycle—such as yogurt cups and other common household containers—transforming them into new Preserve products. All recycling and manufacturing is done in the USA. Preserve empowers people to make everyday choices that are better for the earth while offering real solutions without compromise. Preserve products can be found at forward-thinking retailers like Whole Foods Market, Target, and a variety of grocery and natural food stores. Visit us online at www.preserveproducts.com.

About Stonyfield Farm

Stonyfield Farm, celebrating its 28th year, is the world's leading organic yogurt company. Its certified organic yogurt, smoothies, milk, cultured soy, frozen yogurt and ice cream are distributed nationally. The company advocates that healthy food can only come from a healthy planet. Its use of organic ingredients helps keep over 180,000 farm acres free of toxic, persistent pesticides and chemical fertilizers known to contaminate soil, drinking water and food. To help reduce climate change, Stonyfield offsets all of the CO2 emissions generated from its facility energy use. The company also started a nonprofit called Climate Counts (climatecounts.org) which shows people how they can help fight climate change by the way they shop and invest. Stonyfield also donates 10% of its profits to efforts that help protect and restore the Earth. For more information about Stonyfield Farm, its products and initiatives, visit www.stonyfield.com or follow Stonyfield on Twitter @Stonyfield and @StonyfieldBiz, and on Facebook www.facebook.com/StonyfieldFarm.

About Brita

Each year, Americans purchase billions of plastic water bottles. Aside from the environmental impact of all that waste, Americans are spending a great deal on bottled water. Brita partnered with Nalgene to launch the FilterForGood campaign, which encourages people to reduce their bottled water waste by switching to reusable bottles filled with filtered water. Since the campaign launched in 2007, more than 219,000 people have taken the pledge to reduce their bottled water waste, keeping an estimated 224 million disposable bottles out of landfills. Visit filterforgood.com to learn how you can make a difference.

About Tom's of Maine

Tom's of Maine is a leading natural products company focused on oral and personal care. TOMs sells high quality tooth paste, mouth wash, dental floss, deodorant, bar soap, and body wash products. The company has a long-standing commitment to supporting people, communities and the living planet. For 40 years, Tom's of Maine has sponsored hundreds of non-profit efforts by giving 10% of its profits back to the community and encouraging employees to use 5% (12 days) of employee time to volunteer. Tom's of Maine employees regularly contribute suggestions for improving the company's high sustainability standards. And their ideas, from wind power to ways to improve recycled and recyclable packaging options, are critical to the company's sensitive way of doing business. Tom's of Maine enjoys partnering with its consumers, vendors and many community organizations to support lasting, positive change that is good for the earth and us all. Visit us online at <http://www.tomsomaine.com/>.

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About Seventh Generation

Seventh Generation is committed to being the most trusted brand of household and personal-care products for your living home. Our products are healthy solutions for the air, surfaces, fabrics, pets and people within your home -- and for the community and environment outside of it. Seventh Generation also offers baby products that are safe for your children and the planet. The company derives its name from the Great Law of the Iroquois Confederacy that states, "In our every deliberation, we must consider the impact of our decisions on the next seven generations." Every time you use a Seventh Generation product you are making a difference by saving natural resources, reducing pollution, and making the world a better place for this and the next seven generations.

For information on Seventh Generation cleaning, paper, baby and feminine personal care products, to find store locations, and explore the company's website visit www.seventhgeneration.com. To read more about Seventh Generation's corporate responsibility, visit the 2009 Corporate Consciousness Report at: www.7genreport.com.

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, NASDAQ: WFMI), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by Health magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's nearly 60,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 14 consecutive years. In fiscal year 2010, the company had sales of more than \$9 billion and currently has more than 300 stores in the United States, Canada and the United Kingdom.

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