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**Preserve® Gimme 5 Program Partners reach out
to Recyclers with a big Thank You for 50 Tons
of Recycled #5 plastic in 2010**

Preserve® along with partners Stonyfield Farm®, Tom's of Maine®, Brita® and Whole Foods Market® extend thanks to their consumers for participating in the Gimme 5 program and reaching a new milestone in #5 plastic collected

WALTHAM, Mass. (November 15, 2010) Thousands of consumers across the nation took time out to recycle through the Gimme 5 program this year. And the numbers prove it - the program has reached its goal of 50 tons, or 100,000 lbs. of recycled yogurt cups, hummus and cottage cheese containers, and countless other tremendously reusable # 5 plastic packages. That's the equivalent of 6.4 million Stonyfield yogurt containers, 1.3 million Tom's of Maine deodorant containers, or 500 thousand Brita Filters!

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. Presently, Preserve Gimme 5 collection bins are located in more than 200 Whole Foods Market stores in most regions of the U.S. as well as select independent cooperative markets. The Whole Foods Market Green Mission Team Leaders and Team Members and other in-store representatives support the program at the ground level and keep the program running smoothly at the collection sites.

Behind the #5 plastic collected is a rapidly spreading consumer wave of interest and activity. Consumers have incorporated the program into their daily lives by collecting their #5 plastics and dropping them off at participating Whole Foods Market or co-ops. They take an active role to encourage their friends and family to get on board with Gimme 5. Additionally, they've created school collection programs, and some who don't live near collection sites are even shipping their #5 plastic to Preserve on their own dime.

The program provides consumers with a much needed outlet to recycle their #5 plastic. In turn, consumers' participation in the program helps to keep reusable resources such as oil and natural gas captured in #5 plastic packages out of landfills. This year, the Preserve Gimme 5 program received more than double the amount of #5 plastic collected last year.



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SUPPORTING PARTNER:





All Gimme 5 program partners use #5 plastic as an integral element of their products or packaging. They have joined Gimme 5 to encourage the reuse of this material. #5 is increasingly being recognized as a more benign plastic and is the top choice for companies looking to offer a versatile high-quality yet low impact plastic.

"We want to thank all those Gimme 5 recyclers out there who have supported and helped to grow this program," says Preserve Founder and CEO, Eric Hudson. "Gimme 5'ers have demonstrated that recycling makes sense - it's better for the earth than tossing the used packages. Preserve has supported this program with Life Cycle Assessment tools that demonstrated that the Gimme 5 program is better from start to finish than sending perfectly reusable resources to landfills. 50 Tons of Thanks for your efforts for the earth."

One way the Gimme 5 partners are thanking recyclers for their participation is by making a donation of \$1,000 on their behalf to the Whole Planet Foundation this Thanksgiving. The mission of Whole Planet Foundation (WPF), a Whole Foods Market foundation, is to empower the poor by providing microcredit loans that give them an opportunity to create or expand home-based businesses and lift themselves out of poverty.

Preserve and its Gimme 5 partners are teaming up to reach out to consumers participating in the program. On November 18, 2010, the Gimme 5 '50 Tons of Thanks' campaign will be launched on partner websites and social media outlets with special messages to consumers as well as special offers.

To learn more about the Gimme 5 program and #5 plastics, visit <http://www.preserveproducts.com/gimme5>.

To learn more about the wonders and benefits of #5 plastics, visit <http://www.preserveproducts.com/ourprocess/index.html>.

About Preserve

Preserve is the leading producer of performance-driven and stylish 100% recycled household products. Preserve turns yogurt cups into toothbrushes and take-out containers into cutting boards. Preserve has been putting big ideas into small packages and finding smarter 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 many municipalities do not currently 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 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,



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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 www.tomsomaine.com.

About Stonyfield Farm

Stonyfield Farm, celebrating its 27th year, is the world's leading organic yogurt company. Its all natural and 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 EarthFor more information about Stonyfield Farm, its products and initiatives, visit www.stonyfield.com.

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 186,000 people have taken the pledge to reduce their bottled water waste, keeping an estimated 184 million disposable bottles out of landfills. Visit filterforgood.com to learn how you can make a difference.

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 more than 53,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 13 consecutive years. In fiscal year 2009, the company had sales of \$8 billion and currently has more than 280 stores in the United States, Canada and the United Kingdom.

For more information about Whole Planet Foundation's activities, visit www.wholeplanetfoundation.org/

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