

CONTACT: Ryan Murphy
Stanton Crenshaw
646-502-3568
rmurphy@stantoncrenshaw.com

Linda Gabor
RBRC
919-596-6136
lgabor@rbr.com

RECHARGEABLE BATTERY RECYCLING CORPORATION (RBRC) REPORTS 12 PERCENT INCREASE IN COLLECTION NUMBERS FOR 2007

*More than 6.3 million pounds (2.8 million kilograms) of rechargeable batteries collected through the **Call2Recycle™** program this year*

ATLANTA, January 23, 2008 – The Rechargeable Battery Recycling Corporation (RBRC), a non-profit public service organization dedicated to recycling rechargeable batteries and cell phones, today reported a twelve percent increase in collection numbers, with more than 6.3 million pounds (2.8 million kilograms) of rechargeable batteries recycled in the U.S. and Canada through its **Call2Recycle™** program.

Call2Recycle, the most comprehensive nationwide rechargeable battery and cell phone recycling program, provides a convenient way to collect and recycle old cell phones and used rechargeable batteries found in cordless electronic products, such as cordless power tools, two-way radios, cordless and cellular phones, laptop computers, digital cameras and camcorders.

“We are proud to report an increase in rechargeable battery collection numbers this year, which is a true testament to the efforts and participation of our many retail, consumer and community partners who have joined forces to further raise awareness of rechargeable battery recycling,” said Doug Smith, Chairman of the RBRC Board of Directors and Director of Corporate Environmental Affairs for Sony Electronics. “Additional factors such as state and local legislation and grassroots involvement have helped boost overall environmental awareness and underscore the importance of rechargeable battery recycling.”

The following are among the many efforts and activities that helped contribute to the increase in collection numbers:

- **Circuit City Expanded Recycling Campaign:** Circuit City became the first retailer to expand upon the *Call2Recycle* program by introducing a new consumer initiative that increases its participation in the program and further educates consumers on the importance of protecting the environment. In addition to regular *Call2Recycle* collection boxes currently available in

Circuit City stores throughout the U.S., Circuit City also distributed individual collection bags to all customers that made an online purchase.

- **“New York City Rechargeable Battery Law” (Local Law 97 of 2005):** Legislation went into effect on December 1, 2006, prohibiting the disposal of rechargeable batteries as solid waste and requiring all New York City retailers that sell rechargeable batteries and products that contain them to collect used batteries. With more than 300 *Call2Recycle* locations in New York City, RBRC was named as the solution to help local retailers comply with the new law and offer a means for consumers to drop off used rechargeable batteries free of charge.
- **New Mexico Recycling Awareness Month:** Together with the New Mexico Recycling Coalition and the City of Albuquerque, RBRC supported a public awareness campaign during New Mexico Recycling Awareness Month encouraging consumers to recycle their used rechargeable batteries and old cell phones at *Call2Recycle* locations throughout the Albuquerque area. Since 2003, participating city agencies throughout Albuquerque have successfully collected more than 6,000 pounds of rechargeable batteries through *Call2Recycle*.
- **Ten-Year Anniversary in Canada:** RBRC celebrated its ten-year anniversary in Canada, where more than 7,000 collection locations throughout the country participate in the *Call2Recycle* program, including major retailers, community organizations and public agencies. Collection rates have increased steadily year over year, with a total of more than two million pounds (one million kilograms) of rechargeable batteries and cell phones collected over the last ten years. In 2007, RBRC collected more than 500,000 pounds (229,000 kilograms) of rechargeable batteries, an increase of nine percent over last year.
- **Canadian Participants’ Initiatives:** RBRC, along with Program Ambassador and hockey legend, Guy Lafleur, worked with several partners across Canada to educate consumers, retailers, businesses, communities and public agencies on the importance of rechargeable battery and cell phone recycling.
 - In Montreal, RBRC celebrated the recycling partnership of the City of Montreal and the Montreal Fire Department who have organized collection sites at every fire station throughout the City to enable residents to drop-off their used rechargeable batteries and cell phones at locations close to home.
 - In Calgary, RBRC presented the National Recycling Leadership Award to the Alberta Environment *Action on Waste* team for their coordination of a six-month call-to-action campaign that encouraged businesses, communities and public agencies in Alberta to join *Call2Recycle*. This campaign resulted in the addition of 41 new collection locations that, together with other locations in Alberta, collected more than 33,446 pounds (15,203 kilograms) of rechargeable batteries during the campaign period, an increase of 31 percent from the previous year.
 - In Vancouver, RBRC recognized its partnership success with London Drugs, whose stores serve as RBRC collection locations throughout Western Canada

For more information or to find the nearest participating drop-off location, call 1-877-2-RECYCLE or go online at www.call2recycle.org.

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About RBRC

The Rechargeable Battery Recycling Corporation (RBRC) is a nonprofit, public service organization dedicated to rechargeable battery and cell phone recycling. There are over 50,000 retail, business, and community collection locations that participate in RBRC's rechargeable battery recycling program throughout Canada and the United States. RBRC is funded by more than 350 manufacturers and marketers of portable rechargeable batteries and products. RBRC's public education campaign and recycling program is the result of the rechargeable power industry's commitment to conserve natural resources and prevent cell phones and rechargeable batteries from entering the solid waste stream. Cell phones collected through the **Call2Recycle**™ program will be recycled or refurbished and resold when possible with a portion of the proceeds benefiting select charities. Contributions or gifts to RBRC are not tax deductible. For more information, call 1-877-2-RECYCLE or visit www.call2recycle.org.