

CONTACT: Briana Papa
Stanton Crenshaw
646-502-3573
bpapa@stantoncrenshaw.com

Theresa Hall
RBRC
678-419-9996
thall@rbrc.com

CALL2RECYCLE REPORTS NEARLY 7 MILLION POUNDS OF RECHARGEABLE BATTERIES COLLECTED IN 2008

Almost 10 percent increase over 2007 collections

ATLANTA, February 4, 2009 – **Call2Recycle**[®], the nation's most comprehensive rechargeable battery and cell phone recycling solution, today reported a 9.6 percent increase in its collection of rechargeable batteries over last year, with 6.9 million pounds of rechargeable batteries recycled through the program in 2008. The amount of batteries collected by *Call2Recycle* last year is equivalent to the weight of approximately 163 school buses.

“Many factors contributed to this year’s success, including new partnerships and the expansion of our collection program to include a new battery chemistry. But more than anything, continuous support and ongoing involvement from our retail, consumer and community partners has helped us grow our collection efforts year over year,” said Carl Smith, Chief Executive Officer, Rechargeable Battery Recycling Corporation (RBRC). “Particularly as more attention is paid to the disposal of electronic waste, the *Call2Recycle* solution stands out as a viable means of handling rechargeable battery disposal.”

The following activities and programs are among the key drivers in this year’s success:

- **Earth911.com** – *Call2Recycle* partnered with Earth911.com, leveraging the site’s readership to raise awareness for rechargeable battery recycling. Battery recycling was the site’s top search term in 2008, underscoring the importance of extending the reach of *Call2Recycle* via another like-minded environmental organization. In addition to a comprehensive search engine for collection locations, the site now includes content on rechargeable battery recycling to educate visitors and encourage participation.
- **Program Expansion** – For the first time in seven years, *Call2Recycle* expanded its rechargeable battery collection program to encompass Nickel Zinc (Ni-Zn) batteries, making it the fifth rechargeable chemistry recognized in the program. PowerGenix, a rechargeable battery manufacturer, became the first *Call2Recycle* licensee of Ni-Zn.

- **Partner Initiatives:**
 - **Sony** – *Call2Recycle* furthered rechargeable battery recycling awareness and encouraged consumer participation by bundling individual battery collection bags with each custom, built-to-order Sony VAIO notebook. This effort makes it simple for consumers to recycle the rechargeable batteries in the old laptop computers they replace.
 - **DeWalt** – During DeWalt’s “National Power Tool Battery Recycling Month” in October, consumers who recycled any power tool battery at one of its 87 service centers received a \$10 discount on battery purchases.
 - **Ritz Camera** – *Call2Recycle* collection boxes are now placed in more than 140 Ritz Camera stores in Arizona, California, Idaho, Nevada and Oregon.
 - **U.S. Forest Service (USFS)** – Approximately 500 USFS offices enrolled – and by extension their local communities – in the program.

- **Web site Enhancement** – *Call2Recycle*’s enhanced Web site provides a more efficient user experience for both consumers and prospective retail, business and community partners. *Call2Recycle* can communicate with program participants in a new medium, through safety videos, webinars, online tutorials and an e-newsletter. The site also includes more informational resources, like a virtual house tour to help identify which household products are powered by rechargeable batteries, tips for maximizing battery life and a comprehensive listing of city, state and federal recycling laws.

Administered by the RBRC, *Call2Recycle* provides a convenient way to collect used rechargeable batteries found in cordless electronic products, such as laptop computers, cell phones, digital cameras, cordless power tools, PDAs, mp3 players and two-way radios. For more information and local *Call2Recycle* collections sites, call toll-free 877-2-RECYCLE or visit www.call2recycle.org.

#

About RBRC

The Rechargeable Battery Recycling Corporation (RBRC) is a nonprofit, public service organization dedicated to rechargeable battery recycling. There are tens of thousands of retail, business and community collection locations enrolled in RBRC’s rechargeable battery recycling program throughout the United States and Canada. More than 350 manufacturers and marketers of portable rechargeable batteries and products show their commitment to conserve natural resources and prevent rechargeable batteries from entering the solid waste stream by funding the **Call2Recycle**[®] program. In pursuit of its mission, RBRC also collects old cell phones. 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. For more information, call 877-2-RECYCLE or visit www.call2recycle.org.