

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

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

## **THE RECHARGEABLE BATTERY RECYCLING CORPORATION (RBRC) ANNOUNCES RESIGNATION OF PRESIDENT/CEO**

**ATLANTA, February 15, 2008** - The Rechargeable Battery Recycling Corporation (RBRC), a non-profit public service organization dedicated to recycling rechargeable batteries and cell phones today announced the resignation of Norm England, its longtime President/CEO.

Mr. England served as President/CEO of RBRC for over eight years. During that period, RBRC's collections of used nickel cadmium rechargeable batteries increased by almost 100% and RBRC expanded its program to collect and recycle additional battery chemistries and used cell phones. During Mr. England's tenure, RBRC was responsible for the recycling of over 36 million pounds of these materials.

RBRC now runs one of the world's most successful, industry-sponsored product stewardship programs. Over 350 companies license and display an RBRC seal on their products, and RBRC collection boxes are available at over 50,000 locations in the U.S. and Canada.

"I am very proud of the successes I have achieved as President/CEO of RBRC on behalf of both the rechargeable battery industry and the people of the U.S. and Canada," said Mr. England. "After over 17 years in the battery recycling arena, I have concluded it is time to undertake a new set of challenges."

Doug Smith, Chairman of RBRC, said "RBRC and the many companies it serves have appreciated Mr. England's years of leadership and support. We wish him nothing but the best as he looks to new endeavors."

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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](http://www.call2recycle.org).