

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

Linda Gabor
RBRC
(678) 419-9990 x216
lgabor@rbrc.com

RITZ CAMERA WESTERN STORES JOIN THE RECHARGEABLE BATTERY RECYCLING CORPORATION'S *CALL2RECYCLE*™ PROGRAM

Participation provides convenient collection sites for customers throughout western U.S.

ATLANTA, July 31, 2008 – Ritz Camera, one of the nation's leading retail camera and photo chains, and the Rechargeable Battery Recycling Corporation (RBRC), a nonprofit, public service organization dedicated to recycling used rechargeable batteries, have partnered to bring the nation's largest rechargeable battery recycling solution, ***Call2Recycle*™**, to Ritz Camera stores throughout the western United States.

Beginning on August 1, *Call2Recycle* collection boxes will be located in more than 140 Ritz Camera stores in Arizona, California, Idaho, Nevada and Oregon, allowing customers to easily recycle their used rechargeable batteries that are found in many products sold in Ritz Camera stores.

"We are pleased that Ritz Camera is taking steps to protect our environment by offering its customers a free and easy way to properly dispose of their used rechargeable batteries," said Greg Broe, Interim Chief Operating Officer, RBRC. "By joining *Call2Recycle*, Ritz customers can maintain their photography equipment in a more eco-friendly manner."

Call2Recycle is the most comprehensive rechargeable battery and cell phone recycling program nationwide. The program provides a convenient way to collect and recycle old cell phones and the used rechargeable batteries found in cordless electronic products, such as digital cameras, laptop computers, cordless power tools, two-way radios, cordless phones, cell phones, PDAs and camcorders. With the addition of Ritz Camera stores, *Call2Recycle* adds to the more than 50,000 enrolled collection sites throughout the U.S. and Canada where consumers can bring used rechargeable batteries and old cell phones for recycling.

"We are delighted to join RBRC's *Call2Recycle*, a simple, yet powerful program that makes it easy for our customers to recycle their rechargeable batteries while shopping at Ritz Camera," said Len Wayne, Regional Manager, Western Region, Ritz Camera. "Our participation helps

Ritz Camera amplify its environmental efforts, while raising awareness among consumers for the proper disposal of the rechargeable batteries found in many pieces of equipment.“

For more information and local *Call2Recycle* collections sites, call toll-free 877-2-RECYCLE or visit 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 recycling. There are over 50,000 retail, business, and community collection locations enrolled 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 rechargeable batteries from entering the solid waste stream. 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. Contributions or gifts to RBRC are not tax deductible. For more information, call toll-free 877-2-RECYCLE or visit www.call2recycle.org.

About Ritz Camera Centers, Inc.

Ritz Camera Centers, headquartered in Beltsville, MD, is the largest specialty camera and image chain in the United States with approximately 1,000 locations in 45 states and the District of Columbia. The chain of stores includes Ritz Camera, Wolf Camera, Kits Camera, Inkley's and The Camera Shop. All name brand camera and digital imaging products are available.

All stores have sit-down Print Bars offering digital prints and many other image products "in minutes." The Ritz Camera Centers, Inc. website, www.ritzpix.com, offers customers these same image products in one hour with in-store pick-up and without shipping charges.