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THE RECHARGEABLE BATTERY RECYCLING CORPORATION NAMES CARL SMITH CHIEF EXECUTIVE OFFICER

ATLANTA, August 27, 2008 – The Rechargeable Battery Recycling Corporation (RBRC), a nonprofit, public service organization dedicated to recycling used rechargeable batteries, announced today the appointment of Carl E. Smith to Chief Executive Officer (CEO), effective September 9, 2008.

Mr. Smith has extensive experience in strategic marketing, brand positioning, and distribution and channel development. He previously served as the CEO of GREENGUARD Environmental Institute, a non-profit organization that develops and promotes indoor air quality standards and programs.

As CEO of RBRC, Mr. Smith will oversee the organization's strategic partnerships and will be responsible for the management of the national public education campaign and **Call2Recycle™** program. He will also lead the overall direction of the company, working directly with its Board of Directors.

"I am confident that Carl will be a tremendous asset to RBRC in the role of CEO," said Doug Smith, Chairman of RBRC. "RBRC has recycled more than 42 million pounds of rechargeable batteries since 1996 through its comprehensive national *Call2Recycle* program, and I know that Carl will be able to further that progress."

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. There are 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.

For more information, 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.