



For Immediate Release
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Pro-planet shopping without skimping on style

It all started with a toothbrush. Back when it still wasn't easy being green, Eric Hudson decided to break into the natural product arena by creating an innovative item unlike any other in the marketplace: a toothbrush made from recycled materials. This was a bold decision in 1996, given that recycled-material offerings were scarce in the marketplace.

Hudson named his first product the Preserve® Toothbrush, and so began his new company, Recycline. The Preserve Toothbrush, with nylon bristles and a 100% recycled-plastic, reverse-curved, ergonomic handle was a hit with eco-conscious consumers, and as the buzz grew, new converts flocked to Recycline's flagship product.

Energetic and full of ideas, there was no deterring Hudson as he gradually added other sleek and stylish products to his developing green venture. A pioneer of leading-edge, eco-friendly goods, Hudson had the vision to realize that there was a gap between the amount of materials being recycled and the number of products created with those materials. Recycline was founded in order to discover fresh ways to reuse and recycle everyday items that were frequently thrown away.

No longer a new kid on the block, Hudson is firmly at the helm of an expanding selection of products as Recycline continues to be a leading eco-friendly consumer products company. As one of America's premier brands in this category, it is recognized as being at the forefront in design for both function and look – regularly commanding attention for establishing fresh, eco-chic

alternatives. Preserve products offer consumers a way to conserve resources with style, and every item is designed to be reusable before being recycled.

Recycline aims to provide environmentally-responsible solutions for everyday use and every room in the house. Since its launch 10 years ago, the company has built its popular personal-care product line to include the Preserve Jr, razor, tongue scraper, and flavored toothpicks. Next, Recycline entered the kitchen with Preserve's line of sturdy, reusable and dishwasher-safe tableware, including plates, tumblers, and cutlery and, as of October 2007, a new, durable, dishwasher-safe Preserve Kitchen line that includes colanders, cutting boards and food storage containers all made out of recycled plastic or 100% post-consumer recycled paper.

Although Hudson has always loved nature and the outdoors, his career didn't always allow him to be the green guru he is today. Before receiving his MBA from Babson College in Wellesley, MA, he worked for six and a half years at Fidelity Investments in Boston. However, as he entered his early 30s, he realized that he wanted to combine his desire to run his own business with his passion for the planet.

"From the start, combining my personal commitments and beliefs with my professional life has been a wonderful thing. The largest thing I am personally committed to is the health of our planet, and what we can do to reduce our impact on it."

Hudson practices what he preaches, and when he isn't pedaling on his 22-mile commute to and from work, he is cruising around in his Volkswagon which is fueled by used french-fry grease from Wendy's. (Hey, now you don't have to feel so bad about your late-night french fry cravings, as long as you hop on your bicycle to pick them up.) Every little bit helps and the estimated 70 million U.S. consumers who currently consider the environmental impact of their purchases have the power to make a profound difference.

Hudson points out, "Many people don't realize that since plastics are made with valuable resources like natural gas and oil, sourcing recycled materials for a consumer product, instead of using virgin resources, is a great way to support natural-resource conservation and reduce dependence on foreign fuels."

Preserve's 100% recycled plastic products can be recycled when you are finished with them – either by recycling them in communities with #5 plastics recycling, or by using Recycline's unique postage-paid recycling mailer (available at www.recycline.com). Plus, all returned Preserve products and packaging are then recycled into plastic lumber, which is used to make picnic tables, decks, park benches and other durable goods. Recycline also buys wind power to cover 100% of its total electricity consumption.

Hudson wants Preserve to be, “the name consumers think of for high-quality, innovative and environment friendly products that can be used with comfort, conscience, performance and style.” He takes pride in keeping recyclable items out of the landfill, and is constantly considering which new products will be the next addition to Recycline's flourishing lifestyle brand. In addition to recycled polypropylene, Hudson is also exploring plant-based biodegradable plastics and expects to launch a product made from these materials in 2008.

About Recycline:

Recycline is a pioneer in green product design and has been at the forefront of cutting-edge, environmentally-friendly home goods for more than 10 years. Originally founded in 1996 in response to the rise in recycling programs and overall interest in the environment among U.S. consumers, its mission is to deliver consumer products that offer great looking design, high performance and are better for the environment than alternative products.