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REWARDS FOR PEOPLE & PLANET

HAMILTON COUNTY
ENVIRONMENTAL
S E R V I C E S
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CITY OF
MONTGOMERY

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For Immediate Release

RecycleBank® Pays-Off in Montgomery

City's recycling tonnage more than doubles since launch

CINCINNATI (Jan. 26, 2009) – Rumpke Recycling and the City of Montgomery announced today that recycling rates have increased by more than 60 percent since the October 20 launch of RecycleBank®.

“Residents have really responded to the RecycleBank program. We have seen a steady increase in the amount of material residents recycle each month,” said Steve Sargent, director, Rumpke Recycling.

According to Rumpke, the amount of recyclable material collected increased 27 percent in October, 55 percent in November and 97 percent in December, compared to 2007 recycling rates.

“We are very happy with the initial results of the program, and we hope to see even more growth in the coming months,” Sargent said.

Montgomery is the first city in Ohio to adopt the RecycleBank program. The start-up of the program was nearly a \$300,000 investment by the partner organizations, including a \$100,000 grant from ODNR, more than \$70,000 from the Hamilton County Solid Waste Management District, and nearly \$115,000 from Rumpke Recycling.

RecycleBank is a green rewards program that motivates residents to recycle more by offering Reward Points for the amount of material they recycle. It is similar to a frequent buyer

program available through many businesses—but for recycling. With RecycleBank, participating homes are provided with a 65-gallon wheeled recycling cart. Each cart contains RFID (radio frequency identification) technology, which allows Rumpke Recycling to quickly and easily measure the amount of material each home recycles then convert that activity into RecycleBank Points.

Participants can watch their RecycleBank Points grow online at www.recyclebank.com with each weekly pick-up, as well as learn about their personal environmental impact through recycling. Residents can also get their point tally by calling the RecycleBank Customer Care Center, 1.888.727.2978. RecycleBank Points can be redeemed for rewards, gift cards and products with national RecycleBank Reward Partners such as Coca-Cola, Kraft Foods, Green Mountain Coffee, and CVS/pharmacy, as well as with local Montgomery retailers like Stone Creek Dining Co., Pipkin's Market, Big Apple Bagels and Go Bananas Comedy Club.

Montgomery residents who would like to participate in the RecycleBank program should contact the city at (891-2424).

About RecycleBank:

RecycleBank is a rewards program that motivates people to recycle. We do this by quickly and easily measuring the amount of material each home recycles and then converting that activity into RecycleBank Points that can be used at hundreds of local and national rewards partners. RecycleBank is simple to implement, market-driven, and proven to work; saving municipalities' money and rewarding citizens for their environmental stewardship. Kleiner, Perkins, Caulfield and Byers, RRE Ventures, The Westly Group and Sigma Partners are institutional shareholders. Ron Gonen, the co-founder and CEO, is the largest individual shareholder. RecycleBank, a 2009 World Economic forum Tech Pioneer, is headquartered in New York City and also maintains an office in Philadelphia. Visit www.recyclebank.com for more information.

About Rumpke Recycling:

Rumpke Consolidated Companies, Inc. is one of the nation's largest privately owned residential and commercial waste and recycling firms. Rumpke provides services to areas of Ohio, Kentucky, Indiana and West Virginia. Other Rumpke divisions include Rumpke Recycling, Rumpke Portable Restrooms, The William-Thomas Group, Rumpke Hydraulics & Machining

and Rumpke Ballparks. The Rumpke business began in 1932, and its corporate headquarters are located in Cincinnati. For more information, please visit www.rumpkerecycling.com.

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