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**Montgomery, Ohio, Residents to be Rewarded for Recycling**

*Montgomery will be first city in Ohio to participate in RecycleBank program*

CINCINNATI (Oct. 15, 2008) – Rumpke Recycling, the City of Montgomery, Hamilton County Solid Waste Management District, and the Ohio Department of Natural Resources (ODNR) will officially launch the RecycleBank® service in Montgomery, Ohio, with a press event on Oct. 15. The kick-off event will be held at 1 p.m. at the Montgomery City Building, located at 10101 Montgomery Rd., and will include brief speeches from the mayor, County Commissioner Todd Portune and representatives from ODNR and Rumpke, as well as demonstrations about how the RecycleBank program works.

Montgomery's RecycleBank 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.

“The City of Montgomery has a great recycling rate; however, we know there is room for improvement,” said Steve Sargent, director, Rumpke Recycling. “RecycleBank has had great success in other regions of the U.S., and we hope to see similar results here in Ohio.”

Rumpke Recycling hopes the valuable incentives offered through the RecycleBank pilot program will increase curbside recycling rates in Montgomery. The program is voluntary and more than 2,600 residents have already signed up to participate.

With RecycleBank, participating homes are provided with a 64-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](http://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.

According to Rumpke, if the RecycleBank pilot program proves beneficial to increasing recycling rates in Montgomery, then Rumpke Recycling will consider offering the program to other parts of its service region.

“As RecycleBank expands across the country, we get closer to achieving our mission of getting every home to recycle and rewarding them for their efforts,” said Ron Gonen, co-founder and

CEO of RecycleBank. “We are thrilled to launch in Montgomery and help boost recycling rates in the area.”

**About RecycleBank:**

RecycleBank is a rewards program that motivates people to recycle. RecycleBank does 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 is headquartered in New York City and also maintains an office in Philadelphia. Visit [www.recyclebank.com](http://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](http://www.rumpkerecycling.com).

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