



FOR IMMEDIATE RELEASE

Earthcycle Packaging confirms ethical sourcing of palm fiber

Vancouver, BC – Earthcycle packaging announces the company's positive assessment results conducted by SGS Qualipalm, an authorized auditor for the Roundtable for Sustainable Palm Oil (RSPO). The assessment confirms that Earthcycle's sources of raw material have not replaced any primary forest nor converted any Environmentally Sensitive Areas (ESA) for the purpose of palm oil production.

The raw fiber used in the production of Earthcycle packaging is sourced from palm plantations in West Malaysia that have been reviewed against principles and criteria established by the RSPO – an organization which defines and certifies sustainability in the palm oil industry.

"Earthcycle voluntarily commissioned SGS Qualipalm, an authorized auditor for the RSPO, to assess our source of palm fiber against the RSPOs defined guidelines," explains Boase. "As a result of the evaluation, we can safely say that Earthcycle's raw material is not sourced at the expense of Environmentally Sensitive Areas or High Conservation Value Forests (HCVF). Neither has been converted to make way for the palm plantation, which is the source of our raw material."

Earthcycle packaging is made from a renewable resource called palm fiber – a waste product discarded when the palm fruit is harvested throughout the year for its oil. Earthcycle developed an innovative way to turn this former waste product into an environmentally responsible packaging alternative, turning into healthy, productive humus for the soil in less than 90 days. Earthcycle's certified home compostable packaging is a natural product that complies with US FDA and Canadian CFIA requirements for contact with food.

"After years of living in South East Asia and being aware of the destructive tendencies of industrial agriculture and the impact of excessive demand, it was important for the assessment to occur," explains Boase. "Our trusted partners and end consumers expect Earthcycle to provide, whenever possible, the data to confirm its practices are firmly aligned with sustainability. We are proud to have received qualified documentation stating our environmentally-friendly packaging is made from ethically sourced fiber."

About Earthcycle

Earthcycle has used the design brilliance of nature to develop innovative sustainable packaging made from a renewable resource, called palm fiber, which composts in less than 90 days, turning into a healthy contribution to the soil.

Since its inception in November 2005, Earthcycle's durable packaging has proven to be an innovative and eco-friendly way of reducing the ever-growing packaging crisis that is the chief contributor to North America's mounting waste problem.

Earthcycle's packaging is currently available in select Wal-Mart, Whole Foods, Safeway, Publix, Loblaw's, and Trader Joe's, among others.

In October 2007, Earthcycle and the Oppenheimer Group were named the winners of the inaugural Impact Award for Sustainability by the Produce Marketing Association (PMA), which bestowed its first annual Impact Award for Excellence in Produce Packaging at the PMA Fresh Summit International Convention and Exposition.

In March 2007, Earthcycle was also named the winner of the Award for Technology Innovation and Application at the GLOBE awards, part of the EECO 2007 Environment & Energy Conference.

Learn more, visit: www.earthcycle.com

For more information on the RSPO, please visit: www.rspo.org

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