

***FOR IMMEDIATE RELEASE***

**Hugo Neu Recycling Announces Its Certification as a B Corporation**

Mount Vernon, NY (November 20, 2013) - Hugo Neu Recycling, a subsidiary of the pioneering recycler Hugo Neu Corporation, is proud to announce its certification as a B Corporation, making it the first NY-based full service Electronics Recycling and IT Asset Management Company to achieve this status.

Leading a global movement to redefine success in business, Certified B Corporations use the power of business to solve social and environmental problems. There are more than 850 Certified B Corporations from sixty industries, which include such well-known companies as Ben & Jerry's, Patagonia, change.org, Etsy, Klean Kanteen and many others. For over ten years, Hugo Neu Recycling has demonstrated leadership in developing responsible certification standards for IT asset management and recycling, and this certification further validates the company's practices.

"This certification is aligned with our corporate values and our commitment to advancing responsible recycling. By standing up to be counted among the B Corp ranks, we're holding ourselves accountable for our own legacy and also supporting a movement inspiring business to leave the world a little bit better," said Wendy Neu, Chairman and CEO of Hugo Neu Recycling.

Alan Ratner, President of Hugo Neu Recycling, added "The B Corp certification reinforces what we have always believed to be our environmental and social mission and responsibility."

In order to be recognized as a Certified B Corporation, Hugo Neu Recycling had to meet rigorous standards of social and environmental performance, and must also legally expand its corporate responsibilities to include consideration of stakeholder interests. As part of the certification process, Hugo Neu Recycling completed an assessment established by B Lab, the B Corporation certification body, which included frank disclosure of information relating to the company's management and operations, such as its governance, workplace culture and employee benefits, environmental practices, and community engagement.

**About Hugo Neu Recycling**

Hugo Neu Recycling provides commercial, government and non-profit institutions with a turnkey solution to their end-of-life electronics needs. Known for its leadership in developing responsible certification standards for IT asset management and recycling, Hugo Neu Recycling is an e-Stewards certified recycler and also certified under ISO 14001 and has NAID-certified facilities. Hugo Neu Recycling is also a woman- and minority-owned business.

**About B Corp**

Certified B Corporations meet rigorous standards of social and environmental performance, legally expand their corporate responsibilities to include consideration of stakeholder interests, and build a collective voice through the power of the unifying B Corporation brand. As of November 2013, there are more than 850 Certified B Corporations from 60 industries and 28 countries, representing a diverse multi-billion dollar marketplace.

**About B Lab**

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. B Lab drives this systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing (20 states have already passed benefit corporation legislation); 3) driving capital to high impact investments through the use of GIIRS Ratings and Analytics (more than 60 investors with over \$3B in impact assets under management use GIIRS); and 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 7,000 businesses use B Lab’s free B Impact Assessment).

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