



FOR IMMEDIATE RELEASE: June 09, 2009

WeRecycle! Featured on Sundance Channel's Eco Trip

We are pleased to announce that WeRecycle! was featured on the Sundance Channel's new show, Eco Trip, hosted by David de Rothschild. The program focused on the environmental impact of the one billion new cellphones that are put into use each year, and the subsequent e-waste problems it creates. Eco Trip was referred to WeRecycle! by the Basel Action Network (BAN), which described the company as one of the largest responsible electronics recyclers in the Northeast.

<http://www.sundancechannel.com/ecotrip/episodes/7/>

WeRecycle! General Manager Dave Smith led the program on a tour of WeRecycle!'s New York metropolitan area facility. Interviewed on the program, he said: "We're proud to do our part. We're doing the recycling, the separation and making sure that it's handled responsibly."

About WeRecycle!

WeRecycle!, Inc. is an industry leader in electronics recycling, offering complete management for IT asset recovery, data security, and recycling. We are committed to following globally accepted best practices for managing e-waste, maintaining a strict no landfill, no export, and no use of prison labor policy. As an ISO 14001:2004 & NAID certified business and a proud signatory of the Basel Action Network (BAN) Pledge of True Stewardship, WeRecycle! affirms a promise to providing environmentally responsible recycling.

WeRecycle! is an approved recycler for legislative material in the states of Maine and Rhode Island, and has been an active participant in the development of Connecticut's e-recycling regulations as a member of the state DEP's Legislative Implementation Multi-stakeholder Group. WeRecycle! works closely with grassroots organizations, legislators, and manufacturers to provide perspective and compliance assistance with legislation across the U.S.

WeRecycle! is a founding member of BAN's e-Stewards program and a proud member of NERC (Northeast Recycling Council), NRC (National Recycling Coalition), NAID (National Association for Information).

CONTACT:

WeRecycle!, Inc.
Gina Chiarella
Toll Free: 877.937.3292
Email: gchiarella@werecycle.com
www.werecycle.com