

**CONTACT:** Ryan Murphy  
Stanton Crenshaw  
646-502-3568  
rmurphy@stantoncrenshaw.com

Linda Gabor  
RBRC  
919-596-6136  
lgabor@rbr.com

## RECHARGEABLE BATTERY RECYCLING CORPORATION (RBRC) EXPANDS EFFORTS WITH SONY TO ENCOURAGE CONSUMER PARTICIPATION IN RECYCLING PROGRAM

*Call2Recycle™ rechargeable battery collection bags now distributed with custom VAIO notebooks*

**ATLANTA, February 5, 2008** – The Rechargeable Battery Recycling Corporation (RBRC), a non-profit public service organization dedicated to recycling rechargeable batteries and cell phones, and Sony Electronics Inc. have partnered on a new initiative aimed at increasing consumer participation in RBRC's recycling program, **Call2Recycle™**.

One of more than 350 manufacturers and marketers of portable rechargeable batteries and products that supports RBRC, Sony Electronics is the first manufacturer to insert branded *Call2Recycle* collection bags into product packaging. An individual *Call2Recycle* collection bag is now included with each custom, built-to-order Sony VAIO notebook, furthering consumer awareness of how to properly dispose of used rechargeable batteries and making it simple for customers to recycle the rechargeable batteries from their old laptop computers.

"Sony is always looking for different ways to educate consumers on how to protect and improve the environment, and recycling rechargeable batteries that power consumer electronics is a very simple and effective thing that consumers can do," said Doug Smith, Chairman of the RBRC Board of Directors and Director of Corporate Environmental Affairs for Sony Electronics. "As a proud member of RBRC, we are taking this commitment to a new level by encouraging environmental stewardship among our customers through participation in *Call2Recycle*."

The branded collection bags include step-by-step instructions for and encourage consumers to bring used rechargeable batteries and old cell phones to participating collection sites in their area. There are more than 50,000 collection sites across the country where consumers can drop off used rechargeable batteries and old cell phones at no cost.

*Call2Recycle* is the most comprehensive rechargeable battery and cell phone recycling program available nationwide. The program provides a convenient way to collect and recycle old cell

phones and used rechargeable batteries found in cordless electronic products, such as laptop computers, cordless power tools, two-way radios, cordless and cellular phones, digital cameras and camcorders.

For additional information on the *Call2Recycle* program or to find local collection sites, please visit [www.call2recycle.org](http://www.call2recycle.org) or call toll free 877-2-RECYCLE.

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## About RBRC

The Rechargeable Battery Recycling Corporation (RBRC) is a nonprofit, public service organization dedicated to rechargeable battery and cell phone recycling. There are over 50,000 retail, business, and community collection locations that participate in RBRC's rechargeable battery recycling program throughout Canada and the United States. RBRC is funded by more than 350 manufacturers and marketers of portable rechargeable batteries and products. RBRC's public education campaign and recycling program is the result of the rechargeable power industry's commitment to conserve natural resources and prevent cell phones and rechargeable batteries from entering the solid waste stream. Cell phones collected through the **Call2Recycle**<sup>™</sup> program will be recycled or refurbished and resold when possible with a portion of the proceeds benefiting select charities. Contributions or gifts to RBRC are not tax deductible. For more information, call 1-877-2-RECYCLE or visit [www.call2recycle.org](http://www.call2recycle.org).