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CALL2RECYCLE REACHES MILESTONE COLLECTION MARK IN RECHARGEABLE BATTERY RECYCLING EFFORTS

*Industry's first and only product stewardship program
total rechargeable battery collections exceeds 50 million pounds*

ATLANTA, April 15, 2009 – [Call2Recycle](http://Call2Recycle.com)[®], the nation's most successful [rechargeable battery and cell phone recycling solution](http://rechargeablebatteryandcellphoner Recycling solution), today announced that total collections since the program's inception in 1994 now exceed 50 million pounds of rechargeable batteries. The amount of rechargeable batteries recycled through the program is equivalent to the weight of approximately 5,000 elephants. Through ongoing initiatives with retail and community partners, grassroots community efforts, and the support for recycling legislation at the state and municipal level, [Call2Recycle](http://Call2Recycle.com) has steadily grown its annual collections over the past 15 years and spread the [rechargeable battery recycling](http://rechargeablebatteryrecycling.com) message to consumers nationwide.

"We are proud of this achievement, which has benefited the environment by keeping more than 50 million pounds of rechargeable batteries out of landfills and the solid waste stream. This success is a testament to the admirable efforts of our partners, whose ongoing support and championing of [Call2Recycle](http://Call2Recycle.com) has been instrumental in raising consumer awareness and encouraging participation," said Carl Smith, Chief Executive Officer, [Rechargeable Battery Recycling Corporation \(RBRC\)](http://RechargeableBatteryRecyclingCorporation.com). "As product stewardship legislation and e-waste trends continue to be at the forefront of green initiatives, [Call2Recycle](http://Call2Recycle.com) will remain committed to ongoing education efforts that encourage consumers and businesses to reduce the environmental impact of their waste."

There are more than 30,000 public drop-off locations in the U.S. and Canada, whereby [Call2Recycle](http://Call2Recycle.com) partners have helped to collect and recycle more than 50 million pounds of used rechargeable batteries and cell phones. The program scope has grown over the last 15 years to encompass new battery chemistries and devices. Recognizing that consumers are upgrading their devices at an accelerated rate, [Call2Recycle](http://Call2Recycle.com) started accepting old cell phones in 2004 to ensure that the batteries they contain are properly recycled. The program further expanded last year by accepting a new battery chemistry – for the first time in seven years – and now collects nickel zinc rechargeable batteries in addition to nickel cadmium, nickel metal hydride, lithium ion and small sealed lead acid battery chemistries.

Call2Recycle works diligently to strengthen relationships with its partners through grassroots community collection drives and on-site recycling events with retail partners, as well as by publicizing the retailers' environmental efforts as part of *Call2Recycle*'s ongoing public awareness campaign. *Call2Recycle* recognizes community and public agencies that demonstrate exceptional recycling efforts with its Recycling Leadership Awards, awarded annually to leaders in the U.S. and Canada. In addition, as legislation mandating rechargeable battery and/or cell phone recycling has come to pass in recent years in California, Maine and New York City, *Call2Recycle* has worked with local communities and retailers to provide a free and convenient method of compliance for consumers and businesses alike.

Call2Recycle's Canadian presence has grown steadily since 1997, as it has worked closely with its Canadian retail and public agency partners to gain support for rechargeable battery recycling. Through public service announcements, education awareness campaigns and a presence at national exhibitions and events, *Call2Recycle* continues to establish itself as a reliable and effective recycling solution, particularly as product stewardship legislation is emerging in Canada at the provincial level.

Administered by the RBRC, *Call2Recycle* is a free and convenient way to recycle old cell phones and used rechargeable batteries found in cordless electronic products, such as laptop computers, digital cameras, cordless power tools, PDAs, mp3 players, camcorders and two-way radios. For more information and local *Call2Recycle* collections sites, call toll-free 877-2-RECYCLE or visit www.call2recycle.org.

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About RBRC

Call2Recycle[®] is the industry's first and only product stewardship program for rechargeable batteries. The nonprofit program is administered by the Rechargeable Battery Recycling Corporation (RBRC), a public service organization dedicated to rechargeable battery recycling. There are more than 30,000 *Call2Recycle* drop-off locations throughout the United States and Canada. More than 350 manufacturers and marketers of portable rechargeable batteries and products show their commitment to conserve natural resources and prevent rechargeable batteries from entering the solid waste stream by funding the *Call2Recycle* program. In pursuit of its mission, *Call2Recycle* also collects old cell phones, which are either recycled or refurbished and resold when possible with a portion of the proceeds benefiting select charities. For more information, call 877-2-RECYCLE or visit www.call2recycle.org.