

New Partnership Boosts Charge in Rechargeable Battery Recycling

Atlanta, GA – September 23, 2008 – Rechargeable batteries are an effective way to reduce waste, but much of their environmental benefit is negated if they are not disposed of properly. To help consumers understand the importance of recycling and how they can easily participate, Earth911.com and the Rechargeable Battery Recycling Corporation (RBRC) have partnered to provide an online resource for rechargeable battery recycling facts and collection locations.

“So far this year, batteries are the most commonly searched term in our recycling search engine,” said Earth911.com President Jonathan Smith. “This partnership with RBRC will ensure that consumers visiting our site will have access to the most complete and accurate solution for recycling rechargeable batteries.”

Earth911.com already maintains a comprehensive recycling search engine for more than 250 product categories, where consumers are able to locate local disposal methods and collections sites by providing their zip code. This resource is now bolstered with the addition of RBRC’s database of more than 50,000 enrolled rechargeable battery recycling collection locations, expanding upon the search engine’s number of recycling locations and events that accept rechargeable batteries.

In addition to the search engine, the two groups will work together to supply content on the importance of rechargeable battery recycling and facts on the recycling process. Visitors will be able to link directly to RBRC’s newly enhanced Web site (www.call2recycle.org) from Earth911.com, where Earth911.com is included as part of an updated directory of relevant associations.

Though rechargeable batteries have a longer lifecycle than single-use batteries, they can contain metals that could potentially harm the environment if not disposed of properly. The RBRC was formed to collect and recycle as many rechargeable batteries as possible and keep them out of the landfills.

“In today’s technology-driven world, consumers rely heavily on rechargeable batteries to power their electronic products. RBRC provides them with the means to dispose of them responsibly with *Call2Recycle*[™], the nation’s most comprehensive rechargeable battery and cell phone recycling program,” said Carl Smith, CEO, RBRC. “Tapping into Earth911.com’s extensive database of recycling resources helps us further our mission to educate consumers on rechargeable battery recycling and the free and simple *Call2Recycle* solution available to them.”

RBRC’s Web site overhaul creates a more user-friendly interface with clearly defined sections for participants and consumers. All visitors can opt to sign up for a new RBRC e-newsletter that will provide periodic updates on RBRC events, partnerships and corporate activities. A streamlined safety section for program participants includes a webinar and training video on proper handling and shipping processes for batteries and products covered by the *Call2Recycle* program. To further RBRC’s consumer education efforts, a virtual house tour helps consumers identify the various products in their home that contain rechargeable batteries.

About Earth911.com

Earth911.com delivers actionable local information on recycling and product stewardship that empowers consumers to act locally, live responsibly and contribute to sustainability.

Both the Earth911.com site and 1-800-CLEANUP toll-free hotline are provided at no cost to the user or taxpayer. Earth911.com centralizes information and resources into a single user-friendly, neutral and non-governmental network.

About RBRC

The Rechargeable Battery Recycling Corporation (RBRC) is a nonprofit, public service organization dedicated to rechargeable battery recycling. There are more than 50,000 retail, business and community collection locations enrolled 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 rechargeable batteries from entering the solid waste stream. In pursuit of its mission, RBRC also collects old cell phones. Cell phones collected through the **Call2Recycle™** 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 877-2-RECYCLE or visit www.call2recycle.org.

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