



Solo Cup Company Launches New Recycling Program for its Solo Squared® Cups

Joins forces with TerraCycle® to Create 'Solo Cup Brigade' to

Collect and Recycle Solo Cups;

\$5,000 in donations to benefit Keep NYC Beautiful Coalition

NEW YORK CITY, April 14, 2011 -- Your Solo party cups can have a second life under a new national recycling initiative launched today by Solo Cup Company.

As part of the *Keep America Beautiful- Great America Clean Up* event today in New York City's Times Square, Solo announced it is joining forces with TerraCycle to create the 'Solo Cup Brigade' of individuals, schools and non-profits that will collect used Solo Squared plastic cups and return them to TerraCycle for recycling. The recycled material will be used to make other items such as equipment for playgrounds, park benches and outdoor furniture.

The *Solo Cup Brigade* establishes a unique recycling opportunity for plastic cups where one did not exist before, diverting them from landfills, giving them new life and converting them into a material for use in other products.

For every Solo Squared cup received, two cents will be donated to Keep America Beautiful or the non-profit or school of the collecting Brigade member's choice. The first \$5,000 donated to *Keep America Beautiful* will be directed to the *Keep NYC Beautiful Coalition*.

"The *Solo Cup Brigade* program is a way to encourage recycling of our iconic red cup *Solo Squared* -- and benefit deserving organizations at the same time," said Kim Frankovich, Solo's vice president, Sustainability.

Anyone, including schools, colleges and non-profit organizations, can sign-up online to be part of the *Solo Cup Brigade*. They simply go to www.terracycle.net to sign up and start collecting immediately. Collected cups are shipped to a TerraCycle facility for recycling. All shipping costs to TerraCycle will be paid by Solo.

"Sustainability is becoming a part of everyday life, and making sure our cups can be recycled as part of that ongoing activity is a priority for Solo," said Frankovich. "Solo is proud to support, encourage and participate in recycling and sustainability efforts through our company, our employees and our communities."

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Solo Cup Company

Solo Cup Company is a \$1.6 billion company exclusively focused on the manufacture of single-use products used to serve food and beverages for the consumer/retail, foodservice and international markets. Solo has broad product offerings available in paper, plastic, foam, post-consumer recycled content and annually renewable materials, and creates brand name products under the Solo®, Sweetheart®, Creative Carryouts® and Bare® by Solo® names. The company was established in 1936 and has a global presence with facilities in Canada, Europe, Mexico, Panama and the United States. To learn more about the company, visit www.solocup.com.

As a national sponsor of *Keep America Beautiful's Great American Clean-Up* since 2009, Solo supports and/or participates in KAB's thousands of clean-up events across the country. Solo also donates its *Bare by Solo* products to some KAB affiliates across the country to help feed 100,000 volunteers at *Great American Cleanup* events. More than 300 Solo employees continue this momentum through the company's Sustainability Action Network to promote sustainability, recycling and composting in their communities and at Solo facilities.

Keep America Beautiful's Great American Cleanup

Keep America Beautiful was established in 1953 and is the nation's largest volunteer-based community action and education organization. This national nonprofit forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. Its signature program, the *Great American Cleanup*, is only one of many initiatives that encourage people to care for communities through volunteer participation. Visit www.kab.org.

About TerraCycle

TerraCycle, Inc. is an international upcycling company that takes difficult-to-recycle packaging and turns it into affordable, eco-friendly products. Founded in 2001, TerraCycle (www.terracycle.net) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over 30 major brands in the U.S. (and in a growing number of other countries) to collect used packaging and products (chip bags, candy wrappers, juice pouches, pens, toothbrushes, etc.) that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's Brigade programs, which are free fundraisers that pay schools and non-profits for every piece of waste they collect and return. For information on how to join a TerraCycle Brigade and on purchasing TerraCycle products please visit us at www.terracycle.net.

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