STEWARD EFFORT: SONY ELECTRONICS

To further educate consumers on how to protect and improve the environment, in 2008, Sony included an individualCall2Recyclecollection bag with each custom, built -to-order Sony VAIO notebook. This initiative helped advance consumer awareness of how to properly dispose of used rechargeable batteries by making it simple for customers to recycle the rechargeable batteries from their old laptop computers.

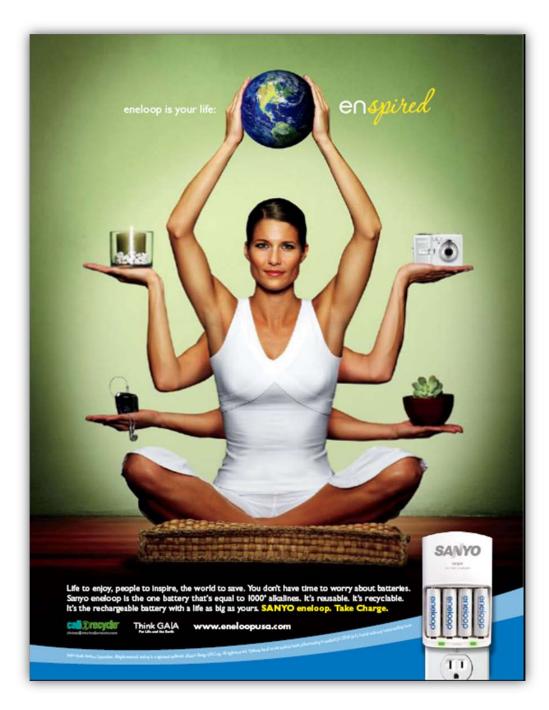
Sample of recyclig bag distributed

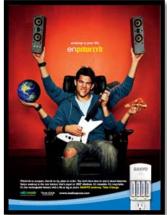


STEWARD EFFORT: SANYO

As part of Sanyo's extensive commitment to the rechargeable battery recycling, they included the Call2Recycle logo in their 2008 series of back-to-school magazine ads featuring their new eneloop[®] battery (the battery that's reusable, recyclable, and equivalent to 1000 alkalines). Millions of consumers made the recycling connection in MAC World, PC Magazine, and Popular Science.

Sample of Sanyo advertising campaign









STEWARD EFFORT: DEWALT

In a move to further the cause of rechargeable battery recycling and promote retail sales, DeWALT inaugurated "National Power Tool Battery Recycling Month" in October 2008 and again in April 2009. Consumers who recycled a power tool battery at one of DeWALT's 87 service centers received a \$10 discount on battery purchases. DeWALT felt that providing an incentive to end users was a great way to bring focus to Call2Recycle and make recycling batteries a long term habit for contractors. They held a number of on-site collection events utilizing the Call2Recycle Mobile Educational Unit.

Sample of DeWalt's promotional material

