



For Immediate Release
Contact: Sylvia Henry, 720.475.6088, sylvia@snap-pr.com

TWIST Showcases Eco-friendly Cleaning Tools at Expo East Booth #1421 in Boston, Oct. 16-18

Newest offerings include the Bamboo Cloth #35 and the Naked Sponge #55

BOULDER, Colo. (Oct. 10, 2008) — TWIST, a natural and eco-friendly household cleaning products company, will showcase its line of eco-friendly cleaning tools at the Natural Products Expo East in Boston, Oct. 16-18, booth #1421.

“We are thrilled to be showcasing our line of products along with our newest offerings at this year’s Expo East,” said Brian Ross, TWIST’s co-founder and CEO. “Last year’s show proved successful for TWIST as we were able to extend our consumer outreach to the East Coast. Since last year’s show, we have seen exponential growth and have introduced two new products to the TWIST family of products - the Naked Sponge #55 and the Bamboo Cloth #35. We are confident that this year’s show will prove just as successful and that our newest offerings will be well received.”

The TWIST family of products includes the Euro Sponge #10, the European Sponge Cloth #20, the Loofah Sponge #50, the Naked Sponge #55, along with the newest offering - the Bamboo Cloth #35. All TWIST products are 100% biodegradable and, to encourage its environmental message, TWIST packages can be converted into bird feeders and mobiles by following the instructions on the inside of each package.

About TWIST:

TWIST offers natural and eco-friendly household cleaning products made with simple and smart designs. TWIST products include the Euro Sponge #10 (SRP \$1.99/1-pk) which offers a durable, biodegradable, and stylish option for day-to-day cleaning; the European Sponge Cloth #20 (SRP \$3.99/3-pk) which offers the absorbency of a paper towel and the reusability of a sponge; the Bamboo Cloth #35 (SRP \$3.99/3-pk) the first 100% biodegradable cloth made from 82% bamboo and 18% corn; the Loofah Sponge #50 (SRP \$4.99/2-pk) one side absorbent sponge and one side natural loofah which offers safer and more effective scouring and scrubbing power for scratch-prone pans; and the Naked Sponge #55 (SRP \$2.79/2-pk) which offers a clean, dye-free, durable and 100% biodegradable option for day-to-day cleaning. TWIST’s current products are all 100% biodegradable and, to encourage reusing and recycling, TWIST packages can be converted into bird feeders and mobiles. TWIST products are currently available at Whole Foods Markets, Pharmaca Integrative Pharmacy, Williams Sonoma, Target, Crate & Barrel, King Soopers, and in many local grocery and specialty stores across the U.S. and Canada. In partnership with Global Response, TWIST works to protect the diversity of our planet and the rights of all people. For more information, visit www.twistclean.com.

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