



For Immediate Release
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New TWIST Products Now Available Nationwide at Whole Foods Market

Premier natural and organic foods retailer now offers TWIST's Bamboo cloth, Medium Naked Sponge and Sponge Blossoms

BOULDER, Colo. (Feb. 24, 2009) — TWIST, a Boulder-based natural and eco-friendly household cleaning tools company, announced today that Whole Foods Market, Inc. (WFMI), the world's leading natural and organic foods supermarket, is now offering TWIST's Bamboo cloth, Medium Naked sponge and Sponge Blossoms in all of its stores nationwide.

"Whole Foods Market is already home to many of TWIST's products, and we see TWIST as a benchmark brand for ecologically responsible cleaning," said Errol Schweizer, Whole Foods Market's Associate Global Grocery Coordinator. "TWIST products have gained a large following among our customers because they are both sustainable and effective."

TWIST's products now offered at Whole Foods Market include TWIST's Sponge Blossoms, small and handy sponges that grow to full-size sponges just by adding water; the TWIST Bamboo Cloth, a 100% biodegradable cloth made from 82% bamboo and 18% corn, that is great for drying and polishing; and finally, TWIST's Medium Naked Sponge, a fresh twist on a conventional sponge, offering a dye-free, durable, 100% biodegradable, and stylish option for day-to-day cleaning.

"We are thrilled that Whole Foods Market has welcomed additional TWIST products into their family of stores," said Brian Ross, TWIST's co-founder and CEO. "Our vision of eco-friendly and sustainable products aligns perfectly with Whole Foods mission to provide customers with the highest quality natural and organic products available. We are thrilled to bring Whole Foods customers new green cleaning options."

TWIST recently added the new Sponge Blossoms to their eco-friendly cleaning tool line as well as introduced updated products from its existing line – including new sizes of the Naked Sponge as well as dye-free versions of all products. The newest offerings join the existing TWIST family, which includes the newly renamed Sponge Cake, the Sponge Cloth, the Loofah Sponge, the Naked Sponge (now available in three sizes), and the Bamboo Cloth. All TWIST products are 100% biodegradable, free of dyes and top-rack dishwasher safe.

About TWIST:

TWIST offers natural and eco-friendly household cleaning products made with simple and smart designs. From sponges to dust cloths, all TWIST products are 100% biodegradable, free of dyes and top-rack dishwasher safe. To encourage reusing and recycling, many of TWIST packages can be converted into bird feeders and mobiles. TWIST products are currently available at Whole Foods Markets, Pharmaca Integrative Pharmacy, Williams Sonoma, 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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