For Immediate Release
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TWIST Showcases New Cleaning Tools at Natural Products Expo West in Anaheim, Mar. 6-8

TWIST to launch Dish Dumpling, Ravioli Scrubby, Sponge Blossoms and more at booth #1967

BOULDER, Colo. (Feb. 27, 2009) — TWIST, a Boulder-based natural and eco-friendly household cleaning tools company, will showcase four new products at the Natural Products Expo West in Anaheim, Calif., Mar. 6-8, at booth #1967. In addition to the new cleaning tools, TWIST will also introduce updated products from its existing line – including new sizes of the Naked Sponge as well as dye-free versions of all products.

TWIST's new cleaning tools include the Dish Dumpling, a dye-free, biodegradable sponge packed in an agave wrapper; the Loofah Scrubby, a gentle dye-free, biodegradable sponge completely covered with a super scrubby loofah; the Ravioli Scrubby, a hemp burlap pouch filled with a dye-free, biodegradable sponge; and the Sponge Blossoms, small and handy sponges that grow to full-size sponges just by adding water.

"We are excited to showcase our new and updated product line at this year's Natural Products Expo West in Anaheim," said Brian Ross, TWIST's co-founder and CEO. "As Expo West is renowned for its dedication to natural products and living, we are excited to reveal new additions to our 100% biodegradable and dye-free product line at the show. Our newest TWIST offerings effectively represent our eco-friendly vision of cleaning tools that are functional, innovative and better for the environment."

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, 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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