



For Immediate Release
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TWIST Makes International Home + Housewares Show Debut at Booth #N-8738 in Chicago, Mar. 16-18

BOULDER, Colo. (Mar. 13, 2008) — TWIST, a natural and eco-friendly household cleaning products company, will attend the International Home and Housewares Show in Chicago, Mar. 16-18, at booth #N-8738. As a first-time exhibitor, TWIST will showcase its line of eco-friendly sponges to houseware industry attendees, a category that is new for the year-old company.

“We are thrilled to present TWIST’s family of products for the very first time at the International Home and Housewares show,” said Brian Ross, TWIST’s co-founder and CEO. “As we are only a year old, and this is our first year to attend this show, we are eager to showcase our line of 100% biodegradable products in earth friendly and recyclable packaging to home and houseware industry veterans and attendees. This is a new category for us to enter and we feel the show is a great launching pad for TWIST.”

The TWIST family of products includes the European Sponge Cloth #20, the Loofah Sponge #50, the Euro Sponge #10 and the new Naked Sponge #55. All TWIST products are 100% biodegradable and the packaging is earth-friendly and recyclable. To encourage its environmental message, TWIST packages can be converted into little bird feeders by following the instructions on the inside of its 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 Loofah Sponge #50 (SRP \$4.99/2-pk) which is an all-natural, biodegradable and anti-bacterial product that is one side absorbent sponge and one side natural loofah; 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; and the European Sponge Cloth #20 (SRP \$3.99/3-pk) which offers the absorbency of a paper towel and the reusability of a sponge, and is a modern and eco-friendly solution for wiping even the messiest of spills. TWIST products are all 100% biodegradable and the packaging is earth-friendly and recyclable. To encourage reusing and recycling, TWIST packages can be converted into little bird feeders. TWIST products are currently available nationally at Whole Foods Markets and Pharmaca Integrative Pharmacies, as well as in 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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