



For Immediate Release
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TWIST Names Jason McGowin Vice President of Finance and Operations

BOULDER, Colo. (Mar. 25, 2008) — TWIST, a natural and eco-friendly household products company, announced today the hiring of Jason McGowin as vice president of finance and operations. At TWIST, McGowin will oversee all finance and operations for the company.

“Given Jason’s proven track record with natural and consumer products, he will be a crucial addition to our team as we continue to grow,” said Brian Ross, TWIST’s co-founder and CEO. “His intellect combined with his passion for excelling companies to new heights is precisely what we need to take TWIST to the next level.”

McGowin brings extensive natural and consumer product experience to TWIST, most recently serving as brand manager at WhiteWave Foods for Silk Soymilk. At WhiteWave, McGowin also worked on the Horizon Organic brand, as well as being a part of the leadership team to implement SAP – the leading ERP solution for consumer package companies. Before WhiteWave, McGowin was product manager at Intuit for Quicken, the leading personal finance software on the market today. McGowin started his career in various positions at outdoor clothing company Wyoming Wear, including finance, operations and marketing.

“I am excited to be a part of the TWIST family and look forward to bringing my experience to a small company with such an incredible opportunity in an undeveloped category,” said McGowin. “I am also excited to work with a proven entrepreneur who has had great success within the natural products industry.”

McGowin earned a Master of Business Administration from Stanford University as well as a bachelor’s degree in both economics and philosophy from Middlebury College.

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-today 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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