



For Immediate Release

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TWIST Named Sofi Silver Finalist for the 2008 Summer Fancy Food Show

TWIST to showcase eco-friendly cleaning products at booth #978 in New York City, June 29-July 1

BOULDER, Colo. (June 24, 2008) — TWIST, a natural and eco-friendly household cleaning products company, announced today that NASFT named the company a “sofi Silver Finalist” for the upcoming 2008 Summer Fancy Food show. TWIST’s European Sponge Cloth # 20 is a finalist in the category of *Outstanding Non-Food Specialty Item* and will be featured alongside the entire TWIST line of products at this summer’s Fancy Food show in New York City June 29-July 1, at booth #978.

“We are thrilled to be named a sofi Silver Finalist at this summer’s Fancy Food show,” said Brian Ross, TWIST’s co-founder and CEO. “This nomination is a great validation of our efforts to bring eco-conscious products into every day living. It is an honor to be nominated alongside such innovative and esteemed products and we look forward to showcasing our family of products at this summer’s show.”

The TWIST family of products includes the Euro Sponge #10, the European Sponge Cloth #20, the Loofah Sponge #50, the Naked Sponge #55 and the newest offering the Bamboo Cloth #35. 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 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 chamois made from 82% bamboo and 18% corn; 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; 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 products are all 100% biodegradable and the packaging is earth-friendly and recyclable. To encourage reusing and recycling, TWIST packages can be converted into bird feeders and mobiles. TWIST products are currently available nationally at Whole Foods Markets, 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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