



For Immediate Release

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TWIST Showcases New Cleaning Tools at the 2009 Summer Fancy Food Show in New York City, June 28-30

TWIST's Dish Dumpling, Loofah Scrubby, Sponge Blossoms and more at booth #5616

BOULDER, Colo. (June 24, 2009) — TWIST, a Boulder-based natural and eco-friendly household cleaning tools company, will showcase its four newest products at the 2009 Summer Fancy Food show in New York City, June 28-30, at booth #5616. In addition to the new cleaning tools, TWIST will also showcase updated products from its existing line – including new sizes of the Naked Sponge as well as dye-free versions of all products.

TWIST's newest 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 thrilled to showcase our newest additions at this year’s Summer Fancy Food show,” said Brian Ross, TWIST’s co-founder and president. “Originally launched earlier this year, all four products have been incredibly well received - the Dish Dumpling and Loofah Scrubby are already available nationally at Whole Foods Market. We look forward to sharing the entire TWIST line with show attendees and hope to encourage ‘green thinking’ by all consumers.”

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. For more information, visit www.TwistClean.com.

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