



For Immediate Release
Contact: Heather Willison, heather@snap-pr.com, 303.517.2272

TWIST Names Lara Coleman Business Development Manager

BOULDER, Colo. (June 4, 2009) — TWIST, a Boulder-based natural and eco-friendly household cleaning tools company, announced today the hiring of Lara Coleman as business development manager. At TWIST, Coleman will oversee daily and developmental operations for the company.

“At TWIST, I have the opportunity to join a team of people who share my same core values and desire to grow an eco-friendly, appealing and innovative brand,” said Coleman. “It is an exciting time at TWIST as the founders have already won the brand a strong foothold in the marketplace and I am excited to continue to build the business.”

Most recently, Coleman served as the central region business manager at Touch Agency, where she worked with a team to strategically grow natural product companies through brand development, trade marketing and sales management. Prior to her time at the Touch Agency, she was a business development analyst at White Wave Foods, where she served as a liaison between the senior grocery sales leadership team and the business development team.

Originally from Rochester, N.Y., Coleman has resided in Boulder for seven years. Prior to moving to Colorado, she received a business degree from Bucknell University in Lewisburg, Pa.

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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