



For Immediate Release

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TWIST Wins sofi™ Gold Award at the 2008 Summer Fancy Food Show

BOULDER, Colo. (July 3, 2008) — TWIST, a natural and eco-friendly household cleaning products company, won a sofi™ Gold Award at the 2008 NASFT Summer Fancy Food show. TWIST's European Sponge Cloth # 20 won in the category of Outstanding Non-Food Specialty Item. Winners were selected from close to 2,100 entries by a national panel of specialty food industry experts.

"A sofi™ Gold Statue is an important industry honor and we are thrilled to be named a sofi™ Gold Winner," said Brian Ross, TWIST's co-founder and CEO. "NASFT sofi™ Awards recognize outstanding products in 32 categories of specialty grocery. This win is a great accomplishment for TWIST as it reflects TWIST's innovative efforts to bring eco-conscious products into every day living."

TWIST recently returned from the 2008 Fancy Food Show where the company introduced its newest offering—the Bamboo Cloth #35. The Bamboo Cloth #35 is the first 100% biodegradable chamois made from 82% bamboo and 18% corn.

The rest of the TWIST family of products includes the Euro Sponge #10, the European Sponge Cloth #20, the Loofah Sponge #50, and the 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 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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