



For Immediate Release
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TWIST Names Matt Bauman Central Regional Sales Manager

BOULDER, Colo. (Nov. 15, 2007) — TWIST, a natural and eco-friendly household products company, announced today the hiring of Matt Bauman as central regional sales manager. At TWIST, Bauman will lead sales to retailers, distributors, and food service accounts from the Midwest to the Rocky Mountain territory.

"Given Matt's history in the natural product industry, he will be a great new addition and asset to our company," said Brian Ross, TWIST's co-founder and CEO "His passion for eco-friendly products combined with his experience is precisely what we need to bring TWIST to new heights."

Bauman brings extensive natural product experience to TWIST, most recently serving as mass market and food service account executive and sales field representative for Rocky Mountain Presence in Boulder, Colo. Before working with Rocky Mountain Presence, Bauman was the grocery and charcuterie specialist for Whole Foods Market. Prior to Whole Foods Market, Bauman worked at the Wild Oats store in Boulder where his love for the natural products industry first began.

"I joined the TWIST team because my wife and I tried the products and loved how well they worked, how they looked, and the environmentally friendly aspect of the products," said Bauman. "I know the natural products industry well and I love how unique TWIST products are. I feel confident that retailers will love having a 'green' product option in a category that hasn't been very 'green' in the past."

Bauman earned a Bachelor of Science degree in Psychology at the University of Montana in Missoula.

About TWIST:

TWIST offers natural and eco-friendly household 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 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 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 at Whole Foods Markets, King Soopers and Pharmaca Integrative Pharmacies, as well as in local grocery and specialty stores across the U.S. and Canada. For more information, visit www.twistclean.com.

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