



For Immediate Release

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TWIST Introduces New Cleaning Tools at the 2009 Winter Fancy Food Show in San Francisco, January 18-20

TWIST to launch Dish Dumpling, Ravioli Scrubby, Sponge Blossoms and more at booth #1459

BOULDER, Colo. (Jan. 13, 2009) — TWIST, a Boulder-based natural and eco-friendly household cleaning tools company, will launch four new products at the 2009 Winter Fancy Food show in San Francisco, Jan. 18-20, at booth #1459. 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 new 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 introduce the newest additions to the TWIST family at this year's Winter Fancy Food show," said Brian Ross, TWIST's co-founder and CEO. "Our updated and diverse product line offers fresh and innovative approaches to traditional cleaning tools, while staying true to TWIST's eco-friendly vision. We are hopeful that our newest products are well received by show attendees and that we can continue to encourage 'green thinking' by 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, Target, Crate & Barrel, King Soopers, and in many 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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