



For Immediate Release
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TWIST Launches New Naked Sponge at Fancy Food Show, Booth #4850 in San Diego, Jan. 13-15

BOULDER, Colo. (Jan. 8, 2008) — TWIST, a natural and eco-friendly household cleaning products company, will showcase its new Naked Sponge #55 at the Winter Fancy Food Show in San Diego, Jan. 13-15, at booth #4850. A new spin on a conventional sponge, the new Naked Sponge #55 offers a dye-free, durable, 100% biodegradable, and stylish option for day-to-day cleaning.

“We are thrilled to launch our new Naked Sponge at the Fancy Food Show,” said Brian Ross, TWIST’s co-founder and CEO. “The show is the perfect platform to introduce TWIST’s new addition, as our products offer clean, green and simple cleaning options for all food lovers.”

The new Naked Sponge (SRP \$2.49/1-pk) joins the existing TWIST family of products, which includes the European Sponge Cloth #20, the Loofah Sponge #50 and the European Sponge #10. 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 little bird feeders by following the instructions on the inside of its package. Photos on how to make a birdfeeder can be found at www.twistclean.com/birdfeeder.

About TWIST:

TWIST offers natural and eco-friendly household cleaning products made with simple and smart designs. TWIST products include the European 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; the Naked Sponge #55 (SRP \$2.49/1-pk) which offers a clean, dye-free, durable and 100% biodegradable option for day-to-day cleaning; 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 nationally at Whole Foods Markets, Wild Oats Marketplaces and Pharmaca Integrative Pharmacies, as well as in local grocery and specialty stores across the U.S. and Canada. TWIST is committed to providing educational support to the community in Tetla, Tlaxcala, Mexico, where TWIST products are made and assembled. For more information, visit www.twistclean.com.

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