



For Immediate Release
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TWIST Showcases New Naked Sponge at Natural Products Expo West Booth #1969 in Anaheim, Mar. 14-16

BOULDER, Colo. (Mar. 12, 2008) — TWIST, a natural and eco-friendly household cleaning products company, will showcase its new Naked Sponge #55 at the Natural Products Expo West in Anaheim, Calif., Mar. 14-16, at booth #1969. 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 showcase our new Naked Sponge along with the existing TWIST family of products at this year’s Natural Products Expo West,” said Brian Ross, TWIST’s co-founder and CEO. “We successfully debuted our original line of sponges last year at Expo West, and are excited to come back this year with our newest offering. Given that it is the largest natural and organic products trade show out there, it’s a great platform to showcase our line of 100% biodegradable products in earth friendly and recyclable packaging.”

The new Naked Sponge (SRP \$2.79/2-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.

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 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 \$2.79/2-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 and Pharmaca Integrative Pharmacies, 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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