



For Immediate Release
Contact: Heather Willison, heather@twistclean.com, 303.517.2272

TWIST Launches Eco-friendly Sponge Products at Expo West Booth #5546 in Anaheim, Mar. 9-11

New environmentally-friendly & stylish household products available at select Wild Oats Marketplace across the U.S.

BOULDER, Colo. (Mar. 8, 2007) — TWIST, a new natural and eco-friendly household products company, will launch the Euro Cloth #20, Loofah Sponge #50 and Euro Sponge #10 at the Natural Products Expo West in Anaheim, Calif., Mar. 9-11, at booth #5546. Initially available at select Wild Oats Marketplace across the U.S., TWIST products offer a new way to approach kitchen and bath cleaning and are eco-conscious and fashionable alternatives to traditional offerings.

"After taking a closer look at the sponges and cleaning products in our own kitchens, my co-founder Egil Wigert and I were inspired to create the next generation cleaning component," said TWIST co-founder Brian Ross. "Almost every other product in the cleaning aisle has undergone some kind of evolution, while sponges have been the same for decades. TWIST offers a new spin on conventional cleaning products - combining design and environmental responsibility to create functional, beautiful, and responsible alternatives."

New TWIST products include the Euro Sponge #10 (SRP \$1.99/1-pk) which offers a durable, biodegradable, and elegant option for day-to-day cleaning. In addition, the Loofah Sponge #50 (SRP \$4.99/2-pk) is an all-natural, biodegradable and anti-bacterial product that is one side absorbent sponge and one side natural loofah. Finally, the Euro Cloth #20 (SRP \$3.99/3-pk) 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. Made from sustainable pine trees, the Euro Cloth is long lasting, anti-bacterial, dishwasher safe and biodegradable.

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 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 Euro 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 across the U.S. at Wild Oats Marketplace. 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.

###