



For Immediate Release
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TWIST Names Amy Bethel Marketing Coordinator

BOULDER, Colo. (Apr. 3, 2008) — TWIST, a natural and eco-friendly household products company, announced today the hiring of Amy Bethel as marketing coordinator.

“We are excited to have Amy join the TWIST team,” said Brian Ross, TWIST’s co-founder and CEO. “Her relevant marketing experience and passion for entrepreneurial endeavors will help the current TWIST team continue to grow and succeed.”

Bethel brings extensive marketing and natural product experience to TWIST, most recently serving as marketing coordinator for Mocapay Inc., a local wireless payment and marketing company. Before working with Mocapay, Bethel served as the marketing coordinator at IZZE Beverage Company. At IZZE, Bethel advanced from marketing assistant to marketing coordinator and served as a key element in the marketing success and growth of the company.

“I am thrilled to be the newest member of the TWIST team,” said Bethel. “I feel that my experience at IZZE and Mocapay gave me a great appreciation for the inventive nature of small, growing companies like TWIST. I am excited to come on board at such a key stage of growth, and am eager to help market TWIST eco-friendly products.”

Bethel earned a bachelor’s of arts in communication from the University of Colorado in Boulder, Colo.

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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