



For Immediate Release

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TWIST Partners with Global Response to Promote Environmental Change and Action

BOULDER, Colo. (June 4, 2008) — TWIST, a natural and eco-friendly household cleaning products company, announced today a new partnership with Global Response, a non-profit group that organizes international letter-writing campaigns to help communities around the world defend their environment against destructive projects. Through this partnership, TWIST will educate its customers on the Global Response cause by promoting the Global Response campaign on all TWIST packaging, its website and at TWIST demos and marketing events.

“TWIST’s customers are on the right track by buying ‘green’ products, but it’s not just about how we as consumers spend money - it’s also about how we use our time and how our lives affect this planet,” said Brian Ross, TWIST’s co-founder and CEO. “At TWIST, we are encouraging our customers to become involved in Global Response’s campaigns for environmental protection. Everyone can participate, and by joining forces we can become a powerful force for positive change.”

“Our shared goal is to motivate people by the thousands to become activists for the environment,” said Paula Palmer, Global Response’s executive director. “Through this partnership, we hope TWIST customers will become letter-writing members of Global Response. As our membership grows, our campaigns will become more powerful and effective – and together we will be able to protect the most vulnerable and valuable places on our planet.”

Together TWIST and Global Response hope to encourage people of all ages to take personal actions that truly make a difference for our planet. For more information, visit www.globalresponse.org.

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; 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; and the Bamboo Cloth #35, the first 100% biodegradable chamois made from 82% bamboo and 18% corn. 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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