



For Immediate Release
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TWIST Eco-friendly Sponges Now Available at Whole Foods Market

New environmentally-friendly & stylish household products in stores now

BOULDER, Colo. (July 17, 2007) — TWIST, a new natural and eco-friendly household products company, is now offering the Euro Cloth #20, Loofah Sponge #50 and Euro Sponge #10 at Whole Foods Market stores in California, Colorado, Illinois, Kansas, Michigan, Missouri, Nebraska, New Mexico and Wisconsin. Launched earlier this year, TWIST products offer a new way to approach kitchen and bath cleaning and are eco-conscious and fashionable alternatives to traditional offerings.

“Whole Foods Market is the perfect home for TWIST products,” said Brian Ross, TWIST’s co-founder and CEO. “Whole Foods shares TWIST’s passion for sustainability, integrity-driven business practices and high product quality standards. We are thrilled that Whole Foods’ customers now have access to eco-friendly sponge alternatives with TWIST.”

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 at select 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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