



**Contact:** Katie Williams  
Formula  
619-234-0345  
[Williams@formulapr.com](mailto:Williams@formulapr.com)

## **KASHI COMPANY PARTNERS WITH RECYCLEBANK TO PROMOTE RECYCLING AND SUSTAINABILITY**

LA JOLLA, Calif. (February 4, 2009) – In an effort to encourage people to take little steps towards healthier living in the new year, [Kashi Company](#), the premier natural food company, today announced that it has joined forces with [RecycleBank](#), an online rewards program that motivates people to recycle by offering them points which can be redeemed for coupons through [www.recyclebank.com](http://www.recyclebank.com).

“At Kashi, we believe that achieving a healthy lifestyle also recognizes the importance of promoting a healthy environment,” said Keegan Sheridan, Kashi natural food and lifestyle expert. “Our goal in partnering with RecycleBank is to incentivize our consumers to join us on our journey toward improving our carbon footprint. We are excited to work with the RecycleBank team to educate people about the importance of taking care of our environment, while at the same time rewarding them for it.”

Four times a year, Kashi will incentivize consumers to participate in the RecycleBank program by offering coupons for a variety of Kashi foods.

Currently, RecycleBank is used in more than 200,000 households and communities across 15 states. To date, RecycleBank households have saved more than 646,450 trees and more than 43 million gallons of oil by diverting waste from landfills.

“RecycleBank provides its reward partners with an outlet to directly reach consumers and to promote environmental efforts,” said Ron Gonen, co-founder and CEO of RecycleBank. “Partnering with RecycleBank gives companies like Kashi an opportunity to strengthen their living well platform while helping to ensure a more sustainable future for all.”

### **About Kashi Company**

Founded in 1984, Kashi is a company on a mission to redefine how people eat to achieve their best lives. As a pioneering health food brand, Kashi is dedicated to providing great tasting, healthy and innovative foods that enable people to achieve optimal health and wellness. Its products are natural, minimally processed, and free of highly refined sugars, artificial additives and preservatives. *Kashi*<sup>®</sup> brands include: *GOLEAN*<sup>®</sup> cereals, bars, shakes

and waffles; *Kashi*<sup>®</sup> *Heart to Heart*<sup>®</sup> cereal, instant oatmeal and waffles; *Kashi*<sup>®</sup> 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*<sup>®</sup> *Vive*<sup>®</sup> Digestive Wellness cereal; *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> and *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> *Cinna-Raisin Crunch*<sup>®</sup> cereals; *Kashi* *Mighty Bites*<sup>®</sup> cereal; *Kashi*<sup>®</sup> *Organic Promise*<sup>®</sup> cereals; *Kashi*<sup>®</sup> *TLC*<sup>®</sup> chewy and crunchy granola bars, fruit & grain bars, soft-baked cereal bars, *TLC*<sup>®</sup> party and snack crackers, and *Kashi*<sup>™</sup> *TLC*<sup>®</sup> Chewy Cookies; *Kashi*<sup>®</sup> All Natural Frozen Entrées; *Kashi*<sup>™</sup> All Natural Frozen Pizzas, *Kashi*<sup>®</sup> *Honey Sunshine*<sup>™</sup> cereal, *Kashi* *U*<sup>™</sup> and *Kashi*<sup>™</sup> 7 Whole Grain Pilaf. For more information please visit [www.kashi.com](http://www.kashi.com).

### **About RecycleBank**

RecycleBank is a rewards program that motivates people to recycle. We do this by quickly and easily measuring the amount of materials each home recycles and then converting that activity into RecycleBank Points that can be used at hundreds of local and national rewards partners. RecycleBank is simple to implement, market-driven, and proven to work; saving municipalities' money and rewarding citizens for their environmental stewardship. RecycleBank has been honored by the World Economic Forum as a 2009 Tech Pioneer. Kleiner, Perkins, Caulfield and Byers, RRE Ventures, the Westly Group and Sigma Partners are institutional shareholders. Ron Gonen, the co-founder and CEO, is the largest individual shareholder. RecycleBank is headquartered in New York City and also maintains an office in Philadelphia. RecycleBank has been honored by the World Economic Forum as a 2009 Tech Pioneer. Visit [www.recyclebank.com](http://www.recyclebank.com) for more information.

###