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Method Unveils Breakthrough Bottle Made of Ocean Plastic

Government Officials and Business Leaders Join Together to Support Progress in Eco Innovation and Marine Debris Reduction

SAN FRANCISCO – September 15, 2010 – Today, Method, the leading innovator in premium, eco-conscious household and personal care products unveiled its latest innovation in sustainable packaging – a bottle made out of plastic collected from the North Pacific Gyre, often referred to as the Great Pacific Garbage Patch.

Method's bottle is 100 percent post-consumer polyethylene, 25 percent of which is plastic collected from the Gyre. Partnering with Envision Plastics, one of the largest recyclers in the U.S., Method was able to make bottles out of a novel and potentially profound new plastic material – Ocean PCR.

Together with Envision, Method has pioneered an integrated new recycling process to engineer Ocean PCR plastic that is the same quality as virgin HDPE plastic. The process allows the plastic to be cleaned, unwanted contaminants removed completely, blended, and then remanufactured into high quality plastic.

"We've created a usable bottle from ocean plastic and upcycled it into something useful that can be recycled again and again," said Adam Lowry, Method co-founder and chief greenskeeper. "Our ultimate goal is to raise awareness that the real solution to plastic pollution lies in reusing and recycling the plastic that's already on the planet."

On hand to discuss this breakthrough, sustainable business and green jobs were U.S. Environmental Protection Agency Administrator Lisa P. Jackson; U.S. Small Business Administration Administrator Karen Mills; U.S. EPA Regional Administrator Jared Blumenfeld; and San Francisco Mayor Ed Lee.

"This innovation demonstrates what America, California and forward-thinking companies like Method can accomplish when they combine strong business principles with responsible actions to protect our health and the world around us," EPA Administrator Lisa Jackson said. "By transforming the trash in our oceans into usable products that are safe for our children, our environment and our future, Method has proven that green business can grow our economy and create jobs."

San Francisco Mayor Ed Lee said, "Today's announcement by San Francisco-based Method demonstrates our City's commitment to creative, innovative, and sustainable technology companies. By creating bottles made from ocean debris, they are demonstrating that San Francisco is a place for big ideas. "In a city that is surrounded on three sides by the bay and the ocean, we will greatly benefit from this innovation that will keep our coastal areas clean and fuel our green economy."

Method is focused on collecting enough usable ocean plastic to create a significant supply and turning it into bottles. The company will be collecting usable plastic from several locations with volunteer organizations on September 17, International Coastal Cleanup Day.

Method made its first bottle entirely from post-consumer recycled plastic in 2006. Since then, Method has continued to develop post-consumer plastic technology and now makes tens of millions of plastic bottles a year that are completely free from virgin plastic.

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About Method

Founded in 2000, Method is headquartered in San Francisco, Calif. Today, Method is the leading innovator of premium eco-conscious home and personal care products. Method can be found in more than 35,000 retail locations throughout the US, Canada, UK, France and Australia. Major national retailers include Target, Lowe's Home Improvement Centers, Whole Foods and Bed Bath & Beyond. Method is a privately held company backed by Simon Equity Partners, San Francisco Equity Partners and private individual investors. For more information, visit methodhome.com.

About Envision Plastics

Envision Plastics is a recognized industry leader in post consumer recycled polyolefin resins. This leading position has been built by superior product quality and value-added product offerings distinguishing Envision's customer mix from the industry norm for recycled plastics companies. As a result, Envision's portfolio of clients includes premier users of PCR and leaders in the next generation of recycling processes.