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FOR IMMEDIATE RELEASE

DROPPS® AND TERRACYCLE® PARTNER TO OFFER CONSUMERS A 100% ZERO WASTE LAUNDRY DETERGENT CHOICE

*Collect Dropps Pouches and Ship to TerraCycle for Free
to Lighten Landfills and Benefit Non-Profits*



Ardmore, Pa. (April 19, 2011) – **Dropps**, the first laundry detergent product that’s both convenient (toss-and-go dissolving pacs) as well as environmentally friendly (EPA Design for the Environment (DfE) certified), has partnered with **TerraCycle**, the international upcycling pioneer, to give consumers a 100% zero waste liquid laundry detergent choice. Until now Dropps pouches have been easy on the wrist, but not suitable for traditional recycling, despite being a fraction of the environmental footprint of giant plastic jugs. TerraCycle, which specializes in difficult-to-recycle packaging, is launching a new category in its popular Brigade® programs, the *Dropps Laundry Detergent Pouch Brigade®*, to make Dropps a 100% zero waste product, while earning greenbacks for charities and schools!

By joining the new *Dropps Laundry Detergent Pouch Brigade* through www.terracycle.net, individuals, families and large-scale launderers can collect empty Dropps packaging and send them to TerraCycle. The shipping is free: pre-paid labels can be downloaded and printed, through the TerraCycle website. For each empty Dropps pouch, the collector earns two points that can be used to buy a charity gift or converted to cash for the charity or school of the collector’s choice. The packaging will be recycled into a variety of products such as plastic lumber and housewares or upcycled into tote bags, laundry bags and more.

“We have always been driven by a strong environmental commitment, and this was the final element in making Dropps the most eco-friendly laundry detergent on the planet,” stated Jonathan Propper, creator of Dropps. “We are thrilled to partner with TerraCycle to offer consumers a truly convenient *and* conscientious laundry detergent choice.”

“TerraCycle’s purpose is to eliminate the idea of waste and that starts with finding solutions for items that would previously have been thrown away,” said TerraCycle CEO Tom Szaky. “Dropps is taking great strides to make their impact on the environment as minimal as possible. We applaud their efforts to find a solution for their packaging.”

About Dropps

Launched in 2005, Dropps is an innovative liquid detergent packaged in pre-measured, dissolvable pacs. Its super-concentrated, convenient “toss-and-go” form takes the mess and confusion out of pouring liquid from giant plastic jugs and makes it super-lightweight to handle. Dropps works for all colors, fabrics, temperatures and washers. Its EPA Design for the Environment (DfE) certified formulas are all phosphate-free, NPE-free and biodegradable, making them as good on the planet as they are on your clothes and skin. Dropps is a brand of Cot'n Wash Inc., based in Ardmore, Pennsylvania. For more information, please visit www.dropps.com.

About TerraCycle

TerraCycle®, Inc. is an international upcycling company that takes difficult to recycle packaging and turns it into affordable, eco-friendly products. Founded in 2001, TerraCycle is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over 30 major brands in the U.S. (and in a growing number of other countries) to collect used packaging and products (chip bags, candy wrappers, juice pouches, pens, toothbrushes, etc.) that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's Brigade® programs, which are free fundraisers that pay schools and non-profits for every piece of waste they collect and return. For information on how to join a TerraCycle Brigade and on purchasing TerraCycle products, please visit www.terracycle.net.

