

RecycleBank is the Largest Green Rewards and Loyalty Program...

RecycleBank is the loyalty program that motivates consumers to recycle at home by offering rewards sponsored by corporate partners. Individual recycling is tracked by RecycleBank's wireless technology, which is embedded in recycling carts through long-term contracts with major cities.

RecycleBank partners benefit from RecycleBank's total community coverage. Sponsorship partners leverage RecycleBank's program to drive sales, enhance marketing efforts, and meet their sustainability goals, all while helping to increase recycling rates in communities across the United States.



RECYCLE

Paper, glass, metals, & plastic go in the bin

RECORD

Our technology records and credits the user with Points

REWARD

Points are turned into rewards 1,700+ brands & retailers

...that Powers the New Media Platform



- Relevant reach into consumers daily lives online, offline and in their homes
- Drive consumer action and influence purchase behavior
- Access unique and powerful data collection to drive measurable results
- Leverage platform and operationalize your green marketing initiatives

Imagine having access to every home in Philadelphia

RecycleBank's platform enables brands to connect directly and in a meaningful way with every resident in the cities that we serve. As a city sponsor, brands play a prominent role in the introduction and communication of RecycleBank's program, and the city's impact on the environment. This exciting opportunity offers multiple and diverse touch points that will reinforce the connection between brands, households, the community and the environment.

City Opportunities & Timeline

Chicago, IL	8/1/09
Philadelphia, PA	10/1/09
Phoenix, AZ	11/1/09
Atlanta, GA	11/1/09
Cincinnati, OH	12/1/09
Los Angeles, CA	Q1 2010
Dallas, TX	Q1 2010
Houston, TX	Q1 2010

PHILADELPHIA MARKETING ALLIANCE OPPORTUNITY

RecycleBank Platform Elements:

- OFFICIAL NAMING RIGHTS
- PRINT MEDIA
- ONLINE MEDIA
- TELEVISION
- RADIO
- OUTDOOR MEDIA
- DIRECT MAIL
- E-MAIL CAMPAIGNS
- DATA COLLECTION & REPORTING
- REWARDS EXPOSURE
- GRASSROOTS PROGRAM EXPOSURE

City Marketing Elements:

- PUBLIC RELATIONS
- CITY EVENTS
- SCHOOLS & CLASSROOMS
- OUTDOOR ADVERTISING
- OFFLINE COMMUNITY EFFORTS



RecycleBank 2009 Highlights and Recognition

- Over 1.4 million people serviced
- Operations in 22 US states
- International operations in the UK
- Over 1,900 retail and brand partners



**United Nations 2009
Champion of the Earth**



**WEF 2009 Technology
Pioneer Award**