



PRESS RELEASE

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MY ECO and Kings Super Markets Partner to Lead Nearly 20,000 NJ Students in School Reuse Challenge to Raising Money for Schools.

Parsippany, New Jersey (October 18, 2010) – MY ECO is partnering with Kings Super Markets to rollout an initiative across the state of New Jersey that promotes environmental consciousness and reuse. This education-based program provides tools to nearly 20,000 NJ students on how to live a more sustainable lifestyle and asks them to put these new lessons into action by taking the School Reuse Challenge.

Schools in the Kings School Reuse Challenge compete against each other to see who can reuse the most bags, rather than taking new plastic grocery bags each time they visit the supermarket. Students sell MY ECO Shopping Bag, a 4-in-1 Shopping Bag System made of recycled yogurt cartons. With every System sold, Kings will donate \$5 to the students' school. This is not your average fundraiser. Each time families reuse their MY ECO Shopping Bag System at Kings, the cashier will scan a barcode enabling the schools to earn points. The points can be redeemed for much needed school supplies.

"The goal is to reach students at a young age to create environmental consciousness," says MY ECO Shopping Bag System creator Kristen Brown. "Then, they become advocates for the cause and disseminate the lessons to their family and community; it is the key to behavior change."

With massive budgets cuts, the Kings School Reuse Challenge provides a creative way for schools to raise need funds for New Jersey schools. It is a fundraiser that teaches a lesson in sustainability while providing supplies for teachers that they would usually buy themselves. In addition to the initial check from Kings, items like school supplies, cleaning supplies, and healthy snacks are earned when parents reuse their System.

"Kings has a commitment to our community and the environment," says Kings Senior Marketing Director Pat Mikell. "The Kings School Reuse Challenge allows us to help both."

MY ECO and Kings will provide monthly statements to schools measuring their specific progress. Not only will the statements provide the amount of times the Systems have been reused, but they will also estimate the amount of plastic bags each school has diverted from landfills and

incinerators.

Changing behavior is central to Brown. She watched her father, Gordan Dancy, do it when he introduced the plastic bag in the late 1970s. His invention revolutionized the grocery industry and moved people from paper to plastic. Now, as an environmental consultant for the US EPA, Brown hopes MY ECO Shopping Bag System's functionality will close the loop entirely on disposable bags.

MY ECO Shopping Bag System is the first reusable bag system geared to the family shopper. The 4-in-1 System holds nearly \$300 worth of groceries in the 4 bags. MY ECO Shopping Bag System fits like a puzzle into a shopping cart. Its rigidity allows it to stand upright to increase checkout efficiency and prevent it from toppling over in your car while you drive. The thick straps make it easy to lift from the cart to car to house. All the bags have a non-porous liner that is non-absorbent so it can easily be wiped clean to resist bacterial growth.

The smallest (black) bag is designed to hold glass bottles and jars. Fabric bands conveniently keep glass from clanging together. The medium (blue) bag is designed with an insulated liner to pack chilled and frozen foods. A zipper close helps control temperature during a long shopping trip. The large (green) bag is designed for fruits and vegetables to promote healthy eating. The extra large (brown) bag is designed to hold all other groceries, perfect for large oversize boxes and paper supplies.

More information about MY ECO Shopping Bag System can found at www.getmyeco.com. Kings Super Markets is a 24-store chain based in Parsippany, NJ with stores serving Northern New Jersey and New York. For Kings Super Markets locations got to www.kingswebsite.com.