

FOR IMMEDIATE RELEASE

**Earthworks® Introduces PMS Matched
100% Recycled PVC Sheet For Plastic Cards**
The gift that keeps on giving back to the environment

New York, NY, January 2011 – Earthworks System LLC, the global leader in 100% recycled PVC manufacturing and recycling for card applications, today announced the release of the company's PMS color matched 100% recycled PVC sheet material. On display at the NRF 100th Annual Convention and Expo January 10-11, 2011 in New York City, the custom color matched material is used for gift, loyalty, membership, and credit cards.

This new sheet, the first and only 100% recycled color sheet available, uses the same 100% recycled PVC as Earthworks standard product line. The colored material, suitable for direct printing as well as being sandwiched between sheets of an alternate color, differentiates the card from all others by providing a custom colored card edge.

“The introduction of this product line is very exciting as it gives retailers an option to enhance brand loyalty and supports Earthworks in continuing its mission of marrying sustainability with good business. The new color capability creates dynamic looking cards that visually reinforce branding. The colored card edge allows a card to stand out within a stack of cards in a wallet and can visually influence card selection“, stated Rodd Gilbert, Earthworks President and CEO. “And since the color has no effect on recyclability, retailers using custom color matched material can take full advantage of EARTHWORKS SYSTEM™ recycling system”.

Visit Earthworks at booth #3230 at the NRF 100th Annual Convention and Expo at the Jacob Javits Convention Center to view the colored sheet product.

For more information about Earthworks System 100% recycled and recyclable PVC sheet material visit www.earthworkssystem.com.

About Earthworks®

Earthworks recycles, manufactures and markets 100% recycled and recyclable PVC sheet material for plastic card applications. The company's EARTHWORKS SYSTEM™, a comprehensive recycling system, offers retailers, distributors and printers a way to keep cards out of landfills and save energy. The System recovers waste throughout the PVC supply chain from manufacturing runouts / skeletons to obsolete inventory to post consumer used gift cards. The various forms are then recycled into sheet material that is virtually indistinguishable in performance from virgin PVC. Competitive with virgin material, Earthworks earth-friendly plastic is used in wide variety of applications including gifts cards, hotel key cards, promotional cards, IDs and signage.

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