



FOR IMMEDIATE RELEASE

Half Price Books, ABnote North America, and Earthworks team up to recycle gift cards
Innovative recycling program enables plastic gift cards to keep on giving

Boston, Massachusetts, October 27, 2009 – Half Price Books, the nation’s largest new and used bookstore chain, will soon be recycling their used plastic gift cards. Working with Earthworks® and ABnote North America™, Half Price books will be the first major book retailer in North America to offer a gift card that is both recycled and recyclable.

Half Price Books will purchase recycled gift cards, made from Earthworks recycled plastic, from ABnote North America, who will print, personalize, and deliver the cards to Half Price Books. After the gift cards are fully redeemed by its customers, Half Price Books will collect the used cards, send them back to Earthworks where they will be ground and re-processed into sheets, and then shipped back to ABnote North America for printing and conversion into gift cards once again. By working together, a full circle recycling process is established resulting in dramatically lower Poly Vinyl Chloride (PVC) use and a reduced amount of PVC entering landfills. Also, cards can be recycled over and over, multiplying the benefits over time.

Along with Half Price Books collecting the cards, Earthworks enables the process by having the EARTHWORKS SYSTEM™ Recyclable Content Identifier on the cards. The Recyclable Content Identifier indicates the card is made from PVC and assures there are no materials than cannot be recycled by Earthworks in the cards (such as Poly Lactic Acid, Polyester, or metallic finishes). All plastic cards with the EARTHWORKS SYSTEM™ Recyclable Content Identifier will always be accepted and recycled by Earthworks, regardless of the source – including consumers just mailing them in.

Rodd Gilbert, president of Earthworks says “I have had many, many phone calls from both consumers and retail employees wanting to either return plastic cards or have their store take part in a card recycling program. With retailers like Half Price Books leading the way, what began as a grass roots effort is now being embraced by corporations.”

Jake Jacobs, executive vice-president of sales and marketing for ABnote North America adds “The recyclable card program builds on the already strong environmental commitment of Half Price Books. We are glad to work with Half Price Books and Earthworks in helping to build the PVC recycling loop and to enable gift cards to keep on giving.”

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About Half Price Books

Half Price Books is the largest family-owned new and used bookstore chain with more than 100 retail locations in 16 states. Stores are open seven days a week and buy and sell new and used books, magazines, comics, records, CDs, DVDs and collectible items. Half Price Books has been dedicated to environmental and literacy efforts for 37 years and supports hundreds of local, national and international programs. Each year the company sponsors the Half Pint Library Book Drive at each of its stores, donating thousands of books to hospitals and clinics throughout the United States. Half Price Books is a founding contributor to Laura Bush’s National Book Festival, a continuing supporter of the National Center for Family Literacy, and the founder of the environmental website BecomeGreen.org. For more information about Half Price Books, its store locations and corporate initiatives, please visit www.halfpricebooks.com.

About ABnote™ North America

Originating in 1795, ABnote North America, a division of American Banknote Corporation, is a premier and trusted provider of secure printing and related services. Primary products include commercial plastic cards (gift, loyalty, and membership), financial cards (debit and credit cards), identification and secure access cards (drivers’ licenses, national ID cards, hotel and facility entry cards), secure documents (savings bonds, stock certificates, passports, vital records, vehicle records, and checks), and related services (personalization, warehousing, distribution, and fulfillment). ABnote North America is also the exclusive distributor of stamps for the United States Postal Service. For more information on ABnote North America and its products, please visit www.ABnoteNA.com.

About Earthworks®

Earthworks 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 a way to keep cards out of landfills and save energy. The System recovers used cards and recycles them into sheet material that is virtually indistinguishable in performance from virgin PVC. Competitive with virgin material, Earthworks’ earth-friendly plastic is used in a wide variety of applications including gift cards, ID cards and signage. Earthworks is headquartered in Solon, Ohio. For more information go to www.earthworkssystem.com.

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EARTHWORKS SYSTEM™ Recyclable Content Identifier

