



FOR IMMEDIATE RELEASE

LOC International teams up with Earthworks Systems to offer 50% recycled PVC keycards
Earth friendly recycled keycards meet customer need and help environment

Solon, OH, November 12, 2010 – Earthworks System LLC, the global leader in 100% recycled PVC manufacturing and recycling for card applications, announced today that it has entered into a partnership with LOC International™ (LOC), to supply a 50% pre-consumer recycled PVC keycard for hotel access and security equipment. The recycled keycards are manufactured with the same high-quality processes and are guaranteed compatible with all major locking systems. In addition, eco-friendly alternatives help to minimize the thousands of plastic keycards normally thrown away.

Rodd Gilbert, president of Earthworks System™ says “Considering the number of keycards the hotel industry uses, Earthworks partnering with LOC to offer a recycled card that is both recycled and recyclable makes great sense. These keycards can be continually recycled into new keycards making hotel guests feel good about saving our landfills. It is a winning situation and we are pleased to be partnering with LOC on this initiative.”

Richard Tanguay, president of LOC International, says “LOC continues to be fully dedicated to providing our customers with environmentally friendly options and we are very happy to offer this recycled hybrid PVC keycard. We can ensure that guest’s keycards are of perfect quality while helping to contribute to a greener environment. In addition, this is a great opportunity for our hotel customers to distinguish themselves as an innovator and environmental leader within the industry.”

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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 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, USA. More information is available on the EARTHWORKS SYSTEM™ at www.earthworkssystem.com.

About LOC International Inc.

LOC International was founded in 1988 and is a leader in manufacturing and the distribution of products intended for the hotel industry. With over 10 million generic keycards in stock, LOC International continues to specialize in branded and personalizing keycards to suit any hotels needs. LOC International’s head office is located in Montreal, Canada with sales offices and distribution centers in New York, Toronto and Cannes. For more information please visit their website @ www.locinternational.com.

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