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## Macy's Partners with Earthworks System to Recycle Gift Cards

*Program enhances Macy's eco-friendly business philosophy*

SOLON, Ohio--(BUSINESS WIRE)-- Earthworks System LLC, the global leader in 100% recycled PVC sheets for the plastic card industry and plastic card recycling programs, announced today that it has partnered with Macy's Inc. to provide a recyclable gift card program for the retailer's customers. Macy's will be the first major department store to offer a recyclable gift card program.

The Earthworks System Recyclable identifier will be imprinted on Macy's gift cards to indicate it is made of Earthworks System approved recyclable material. Macy's department store locations will collect spent gift cards for their return to Earthworks System where they will be reprocessed into printable sheet and re-sold to printers to make new cards.

"The Earthworks System for plastic card recycling complements Macy's sustainable business philosophy," said Rodd Gilbert, president of Earthworks System. "Our partnership will provide Macy's and its customers an environmental solution for the significant number of plastic cards it distributes every year."

As the Holiday shopping season wraps up with last-minute purchases and stocking stuffers, Macy's shoppers can feel good about buying gift cards for friends and family that are recyclable. Recipients will appreciate the thoughtfulness of a gift that is environmentally safe.

For more information about EARTHWORKS SYSTEM® 100% recycled and recyclable PVC sheet material visit [www.earthworkssystem.com](http://www.earthworkssystem.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 a way to keep cards out of landfills and save energy. The patent pending 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, patent pending plastic is used in a wide variety of applications including gift cards, ID cards, hotel key cards, promotional cards, and signage.

### About Macy's

Macy's, Inc., with corporate offices in Cincinnati and New York, is one of the nation's premier retailers, delivering fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=50111541&lang=en>

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