

FOR IMMEDIATE RELEASE

Performance Card Solutions partners with Earthworks for recycled plastics programs

Partnership enhances card program options by providing green solutions

Solon, OH, November 18, 2010 – Earthworks System™ LLC, the global leader in 100% recycled PVC manufacturing and recycling programs for plastic card applications, announced today that it has partnered with Dallas-based card manufacturer Performance Card Solutions. Earthworks System™ will supply the manufacturer with 100% recycled PVC as well as provide an eco-friendly content identifier system, which will enhance Performance Card Solutions' plastic card product offerings.

As consumers' concerns for the environment deepen and the demand for greener products and services grows, an eco-friendly card alternative is appealing to retailers seeking new or improved options for their customers. Earthworks System provides industry-leading programs that promote the earth-friendly use of recycled card material:

The Earthworks System Recyclable Content Identifier indicates cards that are manufactured using Earthworks-approved recycled or virgin PVC. It is a simple branding initiative that seamlessly integrates with current card programs, allowing retailers using cards made of recycled or virgin PVC to brand them as eco-friendly. The program also provides retailers and consumers the option to return the cards to Earthworks for recycling.

The Earthworks System Recycled Content Identifier indicates cards that are produced from Earthworks recycled PVC, which meets consumer demand for greener products and provides retailers another way to express corporate commitment to reducing waste and conserving resources.

According to Jeff Bainter, vice president for Performance Card Solutions, the new partnership will provide the company's customers with two more ways to personalize their card programs while distinguishing themselves as environmental leaders. "Performance Card Solutions is fully dedicated to providing our customers with environmentally friendly options, so we are very happy to offer these programs," he said. "And we can be sure that cards made with the Earthworks product and/or identifiers are of high quality, while providing program options that offer a unique market advantage."

Earthworks recycled and recyclable PVC can be used to enhance any of Performance Card Solutions gift cards, loyalty and membership cards, key tags or phone cards. Recycled plastic cards are manufactured with the same high-quality processes as virgin cards, and they are just as reliable and functional.

Rodd Gilbert, president of Earthworks System™, says "Performance Card Solutions partnering with Earthworks to present the recyclable and recycled plastic card options makes great sense. Millions of plastic cards enter landfills every year and consumers are concerned. Our plastic cards can be continually recycled into new cards making consumers feel good about helping the environment. It is a winning solution and we are pleased to be partnering with Performance Card Solutions on this initiative."

For more information about Earthworks System™ 100% recycled and recyclable PVC sheet material visit www.earthworkssystem.com. For more information about Performance Card Solutions card programs, visit www.performancecards.com.

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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.

About Performance Card Solutions

Performance Card Solutions is a division of the Performance Companies. Card Solutions develops and manufactures standard and unique & distinctive gift cards, loyalty-cards, e-cards and phone cards for retailers and transaction providers in a variety of industries. PCS combines extensive manufacturing capabilities with customer service tailored to the specific needs of each customer. Performance provides quality printing, variable imaging, processing and finishing as well as daily B2B and B2C fulfillment services making them your complete A-Z plastic card and services provider.

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