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### **REPLENISH NAMED EDISON AWARDS FINALIST** **Replenish Reusable Bottle System Recognized by Influential Award**

Los Angeles, CA February 16, 2011 – Replenish has been named as an Award Finalist by the internationally renowned 2011 Edison Best New Product Awards™. Recognized for its innovative Reusable Bottle System, Replenish is a finalist in the Packaging segment of the Energy and Sustainability category.

Replenish unveiled its flagship product in the fall of 2010: a 98% plant-based, ultra concentrated, multi-surface cleaner in a patented Reusable Bottle System designed to transform the way household products are packaged and consumed. The all-in-one bottle allows consumers to measure, mix with water, store and spray powerful cleaners using replaceable Concentrate Pods. Each replaceable Concentrate Pod makes four bottles (64 ounces) of cleaner. Replenish reduces plastic waste and carbon dioxide emissions by 90% and saves consumers 50% over traditional pre-mixed cleaners.

"As a brand new company, we are honored to have our Reusable Bottle System recognized by such a prestigious entity as the Edison Awards," said Jason Foster, CEO and Founder of Replenish. "We believe that by focusing on reuse and smarter product design, we can dramatically improve the footprint of the household products we buy."

The ballot of nominees for the Edison Best New Product Awards™ is judged by roughly 2,000 members of the not-for-profit Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. In a comprehensive peer-review process, the nominees are judged on Marketplace Innovation, Marketplace Success, Technological Innovation, Market Structure Innovation, Societal Impact, and Design Innovation.

"The innovative, human-centered thinking behind Replenish's bottling system, its value proposition for consumers and retailers, and its economic and environmental impact caught our attention as a truly remarkable and meaningful new innovation this year," said Thomas Stat, a member of the Edison Awards Steering Committee. "An Edison Award has always been a symbol of innovative and responsible thinking in honor of Thomas Edison's life and legacy which was rich in technical prowess, entrepreneurial spirit, and economic stewardship. We believe that Replenish honors this legacy in all the right ways."

Winners of the Gold, Silver and Bronze awards will be announced April 5, 2011 at the historic Capitale ballroom in New York.

### **About Replenish**

Replenish is the creator of a patented Reusable Concentrate Mixing and Delivery System designed to transform the way household products are packaged and consumed. The company's flagship product is a multi-surface, ultra concentrated household cleaner in a new Reusable Bottle System that makes cleaning easier, is better for the environment and saves money for consumers and retailers. By encouraging Reuse and Mixing Local, Replenish has a goal of eliminating 1 billion bottles from landfills, 1 billion miles off our roads and 1 billion pounds of chemicals out of the environment. Replenish's products are developed and manufactured in the United States. For information on Replenish and to find where products are sold, visit [www.myreplenish.com](http://www.myreplenish.com).

### **About the Edison Awards**

The Edison Awards were established in 1987 to honor Thomas Edison's wide-ranging contributions to technology and consumer products, as well as to inspire continued innovation in our country. The organization also recognizes new product and service innovation through its **Edison Best New Product Awards®** and **Edison Green Awards®**. Nominations are being accepted through December 10th at [www.edisonawards.com](http://www.edisonawards.com).

The awards are granted under the aegis of the **Thomas Edison Papers at Rutgers University**, a globally recognized research network dedicated to the study of innovation and its application in the 21st Century. Edison Award sponsors and partners include Nielsen, Discovery Channel, Google, MENG, BzzAgent, NYAMA and the HUB Magazine.

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