

Tree Smart PRESS RELEASE

For General release
May 1, 2007



Yesterday's newspapers are today's pencils

Portland, OR – Looking for a unique way to make a statement on the wise use of our natural resources, one that doesn't involve sorting your garbage for recycling and doesn't cost much, either?

You could try writing with a pencil made from recycled newsprint. An Oregon company is offering just that and much more on their new website: www.treesmart.com. They feature environmentally friendly pencils made from rolled up newspapers.

The pencils sharpen easily and are as hard as wood. Because they are not painted or decorated, you can discover interesting designs in the newsprint- even read the languages of the world.

Recently, a Mini Coloring Pencils and Coloring Book set have been added to the website. Future coloring books are in the planning stage about our environment, recycling, and environmental issues around the globe.

All that recycled newsprint can make a difference. Recycling experts state that recycling a two-and-a-half foot stack of newspapers can save one 20-foot pine tree; and recycling one ton of newspapers saves 17 trees.

Hundreds of Tree Smart Pencils can be manufactured from the typical Sunday edition of most major metropolitan newspapers. For example, there are estimated to be about 45 sheets of useable newsprint in the Sunday editions. With an average circulation of 450,000, approximately 79 million pencils could be made from one press run, if all the newspapers were recycled.

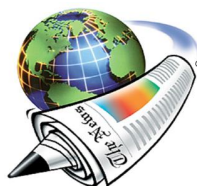
The pencils all have no.2 graphite core and are considered one of the best pencils ever used by draftsmen, artists, and architects. In order to assure the same quality as wood pencils, TreeSmart pencils all have the erasers and brass ferrules made and assembled in the USA.

The TreeSmart pencil is a great daily reminder to REUSE, REDUCE, RECYCLE!

The retail prices of the TreeSmart products range from \$1.50 (mini color pencils 12 set) to \$42 per gross (regular newspaper pencils).

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Editor's note: The average yield is four TreeSmart pencils per usable newsprint broadsheet. To request a TreeSmart pencil, or for more information on newsprint recycling, contact: Chris Stangland (503-722-9593) or email: orderdesk@treesmart.com. Visit our website at: www.treesmart.com



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