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**MANUFACTURER-LED RECYCLING VENTURE LAUNCHES NEW  
WEBSITE TO ASSIST COMPANIES IN MEETING STATE  
RECYCLING REQUIREMENTS**

**MINNEAPOLIS (September 17, 2008)** – The Electronic Manufacturers Recycling Management Company, LLC (MRM), is pleased to announce a new Web site, which provides details about the company’s expanding recycling activities. The MRM Web site – [www.MRMrecycling.com](http://www.MRMrecycling.com) – is designed to assist manufacturers in meeting the compliance requirements of the 16 recently enacted state recycling laws, many of which will come into effect in 2009 and 2010.

Panasonic Corporation of North America, Sharp Electronics Corporation and Toshiba America Consumer Products, LLC formed MRM as a joint venture to manage collection and recycling programs in the United States. The company began initial operations in Minnesota in September 2007 to manage collection and recycling programs in the United States.

The MRM Web site is built around a unique, copyrighted compliance calendar that provides manufacturers with a simplified overview of registration, reporting and collection program requirements organized by date and state.

“The MRM calendar is designed to put all manufacturer requirements in one, easy-to-understand format, and advise manufacturers of the turn-key solutions that MRM is developing,” said MRM President David A. Thompson.

MRM reports the organization is off to a strong start in Minnesota and is now rapidly preparing for activities in other states. In Minnesota, MRM serves 75 permanent drop-off points spread across the state, remaining the only manufacturer organization to provide a comprehensive, state-wide program.

MRM also supports the recycling needs of 20 manufacturers, totaling more than 10 million pounds of discarded electronics per year in Minnesota.

“MRM was founded on the principle that the best way to achieve the economies of scale and efficiencies necessary to create a sustainable recycling system for used electronics is for an independent company to manage collaborative electronic recycling programs,” said Thompson. “While individual company programs are effective in servicing business customers and have played a role in moving the collection of consumer electronics forward, they cannot provide a viable, long-term comprehensive solution to the challenges faced by the electronics industry.”

Minnesota Pollution Control Agency Commissioner Brad Moore appreciates the company's work. "MRM has played a key leadership role in organizing the manufacturing community to meet both its obligations and the recycling needs of the citizens of Minnesota," said Moore. “We are pleased with MRM's effort in being the first manufacturer organization to offer convenient recycling services to citizens in all parts of our state, and hope it works to decrease illegal dumping of end-of-cycle electronic products."

MRM is in the process of developing collection and recycling programs in other states and jurisdictions, including Connecticut, North Carolina, New Jersey, New

York City, Oklahoma, Oregon, Texas, Virginia and West Virginia. “MRM looks forward to working with officials in these states and the manufacturing community to develop and operate a practical and efficient program that works for consumers and manufacturers,” said Thompson. “Cost-effective and environmentally sound recycling is vital for increasing the long-term sustainability of the electronics industry. This new company reflects the venture partners’ continued commitment to environmental responsibility.”

**About MRM**

Established as a joint venture by Panasonic Corporation of North America, Sharp Electronics Corporation and Toshiba America Consumer Products, LLC, Electronic Manufacturers Recycling Management Company, LLC (“MRM”) will operate a collection and recycling program in Minnesota and beyond. The joint venture company has been set up to serve the needs of electronics manufacturers who will be responsible for take-back of products under new electronic waste recycling laws, as well as the needs of consumers for convenient access to electronic recycling opportunities.

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