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NATUREMILL WINS INTERNATIONAL HOUSEWARES DESIGN AWARD

First winner in the “Green Home” category

SAN FRANCISCO, Calif, January 20, 2009 – The International Housewares Association (IHA) today selected NatureMill, Inc. as a winner of the annual Housewares Design Award. A new “Green House” category was created this year to recognize specific achievements in environmentally responsible design. Winners were selected by the judging panel from more than 300 entries in this year’s annual design competition. Cuisinart’s CleanWater Countertop Filtration System and Recyline’s Preserve Kitchenware also won top honors.

“We are honored to receive such a prestigious award” says Russ Cohn, founder and President of NatureMill. “We’ve always known that our composters are green, but to be honored in a mainstream design competition is a first for us.” Details on the 2009 Housewares Design Awards are available at housewaresdesignawards.com.

COMPOSTING AND THE ENVIRONMENT

Food waste is the #1 least recycled material, and the #2 ingredient in landfills. Landfills contain more food waste than diapers, Styrofoam, and tires -- combined [EPA]. Once landfills are layered deep and saturated with water, no oxygen can penetrate and even "biodegradable" items remain embalmed for centuries to come. Landfills produce methane, a greenhouse gas 21 times worse than carbon dioxide, and leach toxic chemicals into our air and drinking water [EPA].

Composting alleviates these environmental burdens by diverting large quantities of material from the waste stream, returning it to the soil for use as a natural organic

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fertilizer. Millions of people already compost in their backyard using a variety of do-it-yourself means. Unfortunately, these techniques are susceptible to raccoons, bears, cold weather, and general lack of time or commitment on behalf of mainstream consumers.

ABOUT NATUREMILL INC

Founded in 2004 in San Francisco, NatureMill is devoted to making compost easy and accessible to everyone. NatureMill composters have been sold in 27 countries, and are busy diverting over thirty thousand tons of waste from landfills worldwide.

FOR MORE DETAILS: visit www.naturemill.com

FOR HI-RES IMAGES: visit www.naturemill.com/press_imageLib.html

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