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NATUREMILL WINS IHA GREENHOUSE DESIGN AWARD

Second-time win reinforces design leadership

SAN FRANCISCO, Calif, Feb 2, 2011 -- NatureMill, Inc. today received the International Housewares Association (IHA) design award in the Greenhouse category. This marks the second win for NatureMill in this category, following the 2009 award. "We are grateful for this award, and we are proud of our repeat performance," explains Russ Cohn, NatureMill's Founder and President. The award is in response to NatureMill's new XE Series home composters.

THE NATUREMILL XE SERIES

Starting at \$299, the all-new XE series can compost over 100 lbs (45 kg) of food waste per month. New features include a stronger motor to grind and compost the toughest food scraps without jamming, a more powerful filter to eliminate trash odors, and a new heavy duty mode for occasional heavy use. Energy consumption is just 5 kwh per month, costing roughly \$0.50 per month depending on local utility rates. A diesel trash truck consumes more energy hauling the same trash to a landfill. A new "Energy Save" mode further reduces energy consumption by 75%. The machine's small size allows it to be used inside a standard kitchen cabinet, which is ideal for people living in apartments with small kitchens.

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. Once landfills are layered deep and saturated with water, no oxygen can penetrate and even

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"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 [source: US 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 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

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 <http://www.naturemill.com>

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

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