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SCREEN TO GREEN MAKES DEBUT AS MAJOR CABLE INDUSTRY RECYCLING INITIATIVE

Screen to Green provides opportunity for cable community to partner with consumers to recycle unused televisions and better the environment

DENVER, CO – October Strategies, Inc., a strategic communications agency that builds brands, businesses and connections for its clients, today announced the launch of 'Screen to Green,' a new comprehensive initiative for the cable industry to engage consumers in recycling obsolete televisions to better the environment.

As many consumers embrace the power of high-definition television, they are choosing to upgrade to digital-ready sets and relegating their analog sets to rooms less used or abandoning them altogether. For those who choose to toss their sets, they may not know about the environmental impact that electronics, specifically televisions, have on our landfills. To inform consumers about the toxic dangers of TVs in landfills, Screen to Green provides a responsible, well-researched, authentic and convenient program created as a resource for local cable companies to inform and engage consumers about responsible television recycling.

According to the U.S. Environmental Protection Agency, an estimated 25 million TVs are taken out of service yearly. The turnkey Screen to Green program begins with consumer education and media outreach to tell consumers about the danger of discarding these television sets in landfills. To translate education

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into action, at the heart of the Screen to Green program, participating companies will invite consumers to responsibly discard their unused televisions at a local community "Recycling Rally" so that these televisions may be recycled and repurposed. The program is structured so that cable companies in local markets may extend their local presence, brand and resources to support a Recycling Rally. The initiative is initially available to all cable companies, vendors and other companies that wish to participate in aiding television consumers to make a more positive environmental impact.

"Just as many cable and content companies are advancing and educating consumers about the benefits of high-definition television, they can now also easily aid consumers in the responsible handling of their old or unused television hardware when they embrace the new," said LaRae Marsik, partner at October Strategies. "From planning to execution to results reporting, Screen to Green is a complete initiative that allows participants to join the program and participate in responsible, everyday actions to help preserve the environment."

Cable television's extraordinary reach, multiple technology platforms and consumer relationships can be employed to educate consumers about the negative impact of TVs in landfills. Analog television sets contain significant amounts of lead, mercury, cadmium and other metals. When televisions are improperly disposed and crushed into landfills the toxic metals are released into the air and water tables causing damage to people and the environment.

"Screen to Green provides a direct means for the cable community to engage in a voluntary, authentic and responsible environmental activity," said Sarah Eder, principal of Eder Communications who is working in conjunction with October Strategies on Screen to Green. "This is a tremendous opportunity for cable to demonstrate its commitment to consumers, technology and the communities where they conduct business."

Screen to Green has been in development since early 2007. October Strategies has engaged leading consultants and e-waste recyclers to develop the components of the initiative to ensure that the program upholds the highest standards for recycling and that TVs are safely recycled or repurposed. Additional details about the program logistics and responsible recycling details will be forthcoming.

Screen to Green (S2G) is expected to hold its first S2G Recycling Rally in mid-2008. The program will be carried into next year and beyond as the country prepares for the Digital Transition in February 2009.

About Screen to Green

Screen to Green (S2G) is an innovative recycling and education initiative developed for the cable television community to engage consumers in a responsible recycling solution for unused televisions to better the environment. Televisions that are tossed into landfills pose a major threat to people and the environment as they contain significant amounts of toxic materials. Screen to Green provides a comprehensive program to partner cable companies and consumers to safely recycle TVs and repurpose their parts. Developed in 2007 by October Strategies, Inc., a Denver-based strategic communications firm, Screen to Green is dedicated to the highest standards of responsible recycling and bettering the communities where cable conducts business. For more information, please visit www.screenetogreen.com.