

## **SHOP-DIRECT CORPORATION ENLISTS 'RECYCLE PLEASE' LOGO ON ITS DIRECT MAIL TO PROSPECTS & CUSTOMERS**

HOMETOWN, ST – Month xx, 2007 – Shop-Direct Corporation has a suggestion to its prospects and customers: "Recycle Please." The company announced today it is using a new "Recycle Please" logo on its catalogs and other direct mail pieces to encourage prospects and customers to recycle them after reading them.

The company plans to use this logo on its direct mail envelopes, selected inserts, and catalogs that it circulates via the U.S. mail. The logo directs consumers to [www.recycleplease.org](http://www.recycleplease.org) where they can find information, helpful tips, and resources on recycling issues.

"We want all our potential and existing customers to value communications from us," said Direct Marketer, title, Shop-Direct Corporation. "We believe part of that equation is taking advantage of local recycling options – and supporting these options, once people are through reading their mail."

"Most people know that their newspapers are recyclable. And many people recycle discarded paper at work," Marketer said. "But they may not know direct mail and catalogs are also recyclable and in demand by most paper recyclers."

The "Recycle Please" initiative is sponsored by the Direct Marketing Association (DMA), a trade group, to encourage more Americans to recycle their mail, catalogs and packaging once their practical use is done. DMA recently received a "green light" from the federal government to include recycling messages on direct mail pieces.

Currently, 30 percent of "mixed paper", which includes catalogs and direct mail is recycled in this country, even though more than 60 percent of American households now have access to mixed paper recycling.

According to Shop-Direct Corporation, it also participates in local recycling programs, collecting and separating paper and other recyclable materials in its own workplace.

"We all have a role to play in managing waste responsibly," Marketer said. "For years, we've told our customers how they can halt unwanted mail from us – and we've given them options not to have their names shared with other marketers. Recycling is another part of this solution. 'Recycle please' politely communicates this option, and encourages customers to participate."

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