

FOR IMMEDIATE RELEASE**Mayor Antonio Villaraigosa and the Carton Council Announce
Launch of Carton Recycling in City of Los Angeles**

*Will Divert Food and Beverage Cartons from Landfills --
Largest City in California to Implement this
Environmentally Progressive Program that Delivers Landfill Cost Savings*

LOS ANGELES, CA (June 14, 2011) — Mayor Antonio R. Villaraigosa announced today that the City of Los Angeles in tandem with the Carton Council, a collaborative of carton manufacturers committed to expanding carton recycling in the U.S., has launched a new initiative to recycle food and beverage cartons as part of its residential curbside recycling program. Los Angeles will be the largest of the over 200 cities across California which already have carton recycling programs.

"Los Angeles continues striving toward being the greenest city in the nation. That is why the City of Los Angeles has partnered with the Carton Council to make sure that liquid food and beverage cartons are not left to the landfills but are recycled in the most responsible and efficient way possible," said Mayor Antonio R. Villaraigosa. "Successful collaborations, initiatives and public private partnerships have made Los Angeles a national leader in environmental stewardship and this program is another step in the right direction."

Beginning immediately, residential households can place all empty, clean and dry food and beverage cartons in the recycling bin – such as milk and juice cartons, along with soup and broth, soy milk and wine cartons.

Carton recycling represents and advances the City's campaign, "On the Road to Zero Waste." The Bureau of Sanitation is now diverting and recycling 65-percent of the City's 10.1 million tons of solid waste each year – more than any big city in nation. The City's goal is to achieve a 70-percent diversion rate from landfill by 2013. Carton recycling is expected to deliver an additional 430 tons of materials from the solid waste stream in its first year.

The recycled carton paper fibers are a valuable resource for making new products, and consist of some of the highest quality fiber among recyclable products. Consequently, cartons have global demand and are shipped to paper mills, where the paper fiber is extracted to make new products such as recycled paper products and even building materials. The results of carton recycling will support cost savings to City ratepayers in reduced landfill tipping fees and increase revenue generation for the additional recyclable materials recovered and sold to the best available market.

"Carton recycling is another win for city residents, for cost savings to ratepayers and for the environment," said Enrique C. Zaldivar, Director of City of Los Angeles Bureau of Sanitation. "Tell your family, neighbors, and friends, the City of Los Angeles is now recycling cartons in the blue recycling bin!"

- MORE -

**MAYOR ANTONIO VILLARAIGOSA AND THE CARTON COUNCIL ANNOUNCE
LAUNCH OF CARTON RECYCLING IN CITY OF LOS ANGELES
Will Divert Food and Beverage Cartons from Landfills -- Largest City in California to
Implement this Environmentally Progressive Program that Delivers Landfill Cost Savings
Page 2 of 2**

Following up on the success of the plastics recycling campaigns and the "New to Blue" campaign, City officials explained that Angelenos only need to place empty, clean and dry cartons into their recycling bin along with their other recyclables. This new recycling initiative will add no additional costs or hassle to residents, and will serve 750,000 single family households and more than 430,000 multi-family units in the City of Los Angeles.

“We commend the City of Los Angeles for setting an example for cities across the nation to recycle cartons and keep them out of landfills. The Carton Council is committed to working with the entire recycling supply chain to deliver sustainable recycling solutions in order to divert valuable cartons from the landfill to the highest and best use,” said Jeff Fielkow, Vice President of Recycling for the Carton Council. “We are committed to working with other cities to take this important step to expand their recycling programs.”

About City of Los Angeles Bureau of Sanitation: The Bureau of Sanitation protects public health and the environment through the administration and management of three major programs: Clean Water (wastewater treatment), Solid Resources (solid waste management) and Watershed Protection (pollution abatement of stormwater/urban runoff). These infrastructure programs collect, treat, dispose and recycle the solid and liquid waste generated by the nation's second largest city of more than four million residents in a 468 square mile area. Through these essential programs, the Bureau delivers a triple bottom line of economic, environmental and social benefits that sustain and enhance the quality of life in the City of Los Angeles. For more information about the Bureau of Sanitation, visit www.lacitySAN.org.

About the Carton Council: The Carton Council and its members Elopak, Evergreen Packaging, SIG/SIG Combibloc and Tetra Pak are working with recycling facilities, the communities they serve, and paper mills across the Country to build a robust recycling system for liquid food and beverage carton packages - i.e. milk and juice cartons found in the refrigerated case or cartons merchandised on nonrefrigerated shelves, containing products such as juice (juice boxes), soy, broth, soup, wine and meal replacement beverages. As of January 2011, the Carton Council's Carton Recycling Access Campaign has already reached nearly 35 million households (nearly 1 in 3 American households). And it is actively working to add communities to this list with a goal of reaching an additional 30 million U.S. households by 2015. Visit www.recyclecartons.com

CONTACT:

Naomi Seligman, (310) 617-4577
CJ Frogozo, (310) 570-2622

###