



**FOR IMMEDIATE RELEASE**

**MRM ADDS NEW SITES IN TEXAS TO ITS RECYCLING  
INFRASTRUCTURE**

**Panasonic, Sharp and Toshiba TVs To Be Recycled Free of Charge**

**AUSTIN, TX (November 20, 2008)** -- Today MRM, a leading provider of electronics waste recycling management services to manufacturers, announced a new agreement with Goodwill Industries of Central Texas that significantly expands MRM's recycling infrastructure in Texas. Under the program, end-of-life televisions from Panasonic, Sharp or Toshiba dropped off at any one of Goodwill's 35 locations across 15 counties in central Texas will be responsibly recycled at no charge to the consumer.

"MRM is pleased to work with Goodwill in Central Texas to provide consumers with convenient recycling opportunities," said David Thompson, MRM President. "MRM continues to focus on enhancing the environmental sustainability of individual company brands and product offerings through convenient, environmentally sound and efficient recycling."

Products collected through Goodwill of Central Texas will be recycled responsibly--in accordance with the MRM Recycling Ethic\* -- by Eco-International in Houston, Texas.

With the addition of Goodwill's 35 locations in central Texas to the drop-off sites MRM already operates in Fort Worth and Houston, MRM now offers more recycling opportunities than any other consumer electronics manufacturer network in Texas.

"We're very excited about this relationship because it allows us to accept more items from residents, making it more convenient for both Goodwill and the community," said Jerry Davis, President and CEO of Goodwill Industries Of Central Texas. "This relationship also helps our mission because in the past, non working TVs brought to Goodwill would cost us money to recycle responsibly."

MRM's mission is to address electronics waste recycling needs most efficiently by bringing the electronic product manufacturing community together into a unified, nationwide voluntary effort. The goal is to provide consumers easy-to-use and practical recycling of their used electronics products.

MRM is open to support the recycling programs of all electronics manufacturers, and it already serves 25 manufacturers in various recycling programs. MRM also works on recycling with retailers, non-profits, governments and private waste management companies.

The program with Goodwill will be initially underwritten by Panasonic Corporation of North America, Sharp Electronics Corporation, and Toshiba America Consumer Products, LLC, and will cover Panasonic, Sharp and Toshiba branded TVs. The program is open to any electronics



manufacturer seeking to provide their consumers with expanded recycling opportunities in Texas.

For drop-off locations in Central Texas please visit [www.austingoodwill.org/crs/locations.html](http://www.austingoodwill.org/crs/locations.html). The MRM network now includes about 185 collection sites across 12 states and is expanding rapidly. For a list of participating sites visit [www.mrmrecycling.com/collection\\_map.htm](http://www.mrmrecycling.com/collection_map.htm).

### **About MRM**

Established as a joint venture by Panasonic Corporation of North America, Sharp Electronics Corporation and Toshiba America Consumer Products, LLC, Electronic Manufacturers Recycling Management Company, LLC ("MRM") will develop and operate a national take-back and recycling program that is open to all manufacturers. The joint venture company has been set up to serve the needs of electronics manufacturers who will be responsible for take-back of products under new electronic waste recycling laws, as well as the needs of consumers for convenient access to electronic recycling opportunities. For more information see [www.MRMrecycling.com](http://www.MRMrecycling.com).

### **About Goodwill Industries of Central Texas**

Goodwill Industries of Central Texas is a non-profit 501(c)3 organization dedicated to the mission of providing job-related services for people with barriers to employment. Revenue generated through the sale of donated goods is used to fund job training and employment programs for Central Texans. For more information about Goodwill Industries of Central Texas, go to [www.austingoodwill.org](http://www.austingoodwill.org).

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\* MRM pledges to strive to have electronic products recycled responsibly. Please see [http://www.mrmrecycling.com/recycling\\_ethic.htm](http://www.mrmrecycling.com/recycling_ethic.htm) for details on MRM's responsible recycling efforts

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