



NEW HORIZONS
Plastics Recycling

PRESS RELEASE

July 14, 2008

Hot Springs, AR – Mountain Valley Spring Company, along with its subsidiary Veriplas Containers, announces today it will be the **first bottled water company to utilize FDA approved recycled PET resin in its water bottles.**

“The missing link in bottled water container recycling in the United States is someone who is willing to buy and reuse the recycled material,” said Breck Speed, CEO of Mountain Valley. “We plan to help kick start and improve PET recycling efforts by creating economic demand for recycled content.”

Speed further said, “We have been studying and testing the use of RPET resin in our water bottles for some time now. What was difficult was finding a high quality, reliable supplier of the recycled PET resin and we are fortunate to have done so in New Horizons Plastic Recycling, Inc. of Greenville, South Carolina.”

The professionals of New Horizons have worked with the management team at Veriplas Containers over the last several months to formulate and test the best method of processing the RPET and virgin resin mixture used to make the bottled water containers for Mountain Valley. Outside testing laboratories have also been utilized to ensure the resin and resulting containers are of the highest quality. “Consumers should notice absolutely no difference whatsoever in the product with one exception - by drinking Mountain Valley they can now feel good about doing their part to promote beverage bottle recycling.”

Although Mountain Valley will be the first to use RPET containers for its famous brand name product, it also plans to make RPET containers immediately available to the customers of its Veriplas Container subsidiary. “We supply over 60 independent water bottlers in the United States with PET containers and we have already received strong indications of interest in RPET from many of them,” said Speed. “At the end of the day, it really is a fairly common sense thing to do. PET resin is useful stuff and it is kinda dumb to throw it away.”

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