Republic Services and Recycle Bank Team up to Provide Innovative Recycling Rewards Program to More Than 1 Million U.S. Households

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National Partnership Helps Address Critical Environmental Needs in Local Communities

PHOENIX, Aug 04, 2010 /PRNewswire via COMTEX/ -- Republic Services Inc. (NYSE: RSG), a leading provider of waste and recycling services, and RecycleBank, the premier rewards program that motivates individuals and their communities to make greener choices, have signed an agreement to jointly deploy RecycleBank to 1 million households in the United States. The companies' million-home deployment represents the largest commitment to incentive-based recycling programs in North American history and will provide a major impetus to municipalities across the U.S. to help their residents to do more for the environment and their communities by significantly increasing curbside recycling.

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"We expect that this will encourage people to recycle more and more people to recycle," said Gary Sova, executive vice president, sales and marketing for Republic Services. "With more than 2,000 local and national relevant brands and reward partners participating, there is literally an option for everyone and we are excited about this mutually beneficial partnership."

With RecycleBank, customers of Republic Services and their local service divisions who participate in the program will be able to earn points based on their recycling activity. Those points are redeemable at local and national retailers, restaurants, pharmacies, grocers, movie theatres and more.

"We are thrilled by Republic's million-home commitment - this represents a long-term investment by a highly regarded, world class partner. The executives at both companies are fully vested in leading the charge in bringing incentive-based recycling to communities across the country. For residents of Republic-serviced communities, this is a huge win as they have the ability to earn and redeem RecycleBank Points for hundreds of dollars worth of rewards, discounts and merchandise," said Matthew Tucker, president of RecycleBank. "With the tough economy we are experiencing, these savings translate into real value for families and local businesses. Plus, it's nice to be rewarded for doing something good."

"Republic is committed to recycling, and we believe that this partnership with RecycleBank helps us create and strengthen the bond with our residential curbside collection customers," said Brian Bales, executive vice president, business development for Republic. "We actively seek out opportunities that improve the environment and help our customers meet their sustainability goals."

RecycleBank has proven to more than double recycling tonnages in hundreds of communities across 25 states in the U.S. and in the United Kingdom. To date, Republic and RecycleBank have successfully partnered in more than 20 cities, serving more than 350,000 households. Residents of communities such as Minneapolis-St. Paul, Minn.; Elyria, Ohio and Springfield, Mass. are already enjoying the benefits of incentive based recycling.

About Republic Services

Republic Services, Inc. provides recycling and solid waste collection, transfer and disposal services in the United States and Puerto Rico. The Company's various operating units, including collection companies, transfer stations, recycling centers and landfills, are focused on providing reliable environmental services and solutions for commercial, industrial, municipal and residential customers. For more information, visit the Republic Services Web site at http://www.republicservices.com/.

About RecycleBank

RecycleBank(R) motivates people to take greener actions and rewards consumers with points that can be redeemed from participating local and national business partners. Through collaboration and innovation, RecycleBank is helping to create a culture that encourages people to take simple steps towards greener lifestyles like residential recycling, electronic waste recycling, home energy conservation and more. We believe that making greener choices shouldn't at all feel like a trade off--it should be a trade up--and RecycleBank rewards its members every step of the way. RecycleBank currently provides service to over one million people across the U.S. and the U.K. and has been recognized with a number of business and environmental awards, including being named as a Technology Pioneer by the World Economic Forum, as a Champion of the Earth by the United Nations Environmental Programme, and for Outstanding Excellence in Public/Private Partnerships from the U.S. Conference of Mayors. RecycleBank is headquartered in New York City. For more information, visit http://www.recyclebank.com/

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