



Republic Services, Inc. Leverages Its Strength Under Single National Brand Name

Company Debuts First-Ever Brand Tagline, Integrates Marketing Efforts

PHOENIX (July 17, 2014) – Republic Services, Inc. (NYSE: RSG) announced today that it will leverage its strength as the nation’s second largest waste and recycling company, and unify its current 30+ go-to-market names under its primary brand, Republic Services. In support of the Republic Services brand, over the coming months, the Company will integrate its marketing efforts centered around its customer-focused positioning, a refined logo and new brand tagline *We’ll Handle It From Here.*™ – a first for the Company.

“After several months of extensive research, we believe we have created a unique brand positioning and tagline that will resonate with customers, and differentiate Republic in our industry,” said Jon Vander Ark, executive vice president, Customer Development. “People care about the environment. Customers across the country told us that they want to dispose waste in a responsible way, but they don’t necessarily know how. That’s where we come in. Republic Services has a robust and growing suite of products and services along with the customer zeal to make proper disposal easy for our customers, while giving them peace of mind that they are making a positive environmental impact. By putting our great products, services and people under one brand, we’re better able to communicate with customers and make it effortless for them to do business with us.”

New Brand Positioning and Tagline

Through its single brand name and tagline, the Company leverages its service reliability, convenience and environmental commitment to the millions of residents, communities and businesses it serves every day.

Developed and refined through customer research, *We’ll Handle it From Here.* lets customers know that they can count on the Company to be on-time, never miss a pickup, leave their driveway or commercial space clean, dispose of their recycling and waste the right way, and anticipate their future product and services needs.

Integrated Marketing

The tagline and themes of reliability, ease of use and environmental commitment will be pulled through Republic Services’ local advertising set to launch later in 2014, along with direct mail and collateral materials. The brand’s online presence will reveal a new look and user experience through a revamped website. Over the next several years, Republic Services’ expansive product assets – its truck fleet, the eighth largest vocational fleet in the nation, and its collection containers – will continue to transition to the brand’s signature bright blue color and red star logo in all markets.

Republic Services' branding partner is Landor Associates, one of the world's leading strategic branding and design firms. Landor is a member of the Young & Rubicam Group network within WPP, the world's largest marketing and communications firm. The Company's implementation partner is The Lavidge Company.

About Republic Services

Republic Services, Inc. is an industry leader in U.S. non-hazardous solid waste and recycling. Through its subsidiaries, Republic's collection companies, transfer stations, recycling centers and landfills focus on providing reliable environmental services and solutions for commercial, industrial, municipal and residential customers. Republic and its employees believe in protecting the planet and applying common sense solutions to customers' waste and recycling challenges. For more information, visit the Republic website at republicservices.com.

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