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CONTACT: Lloyd Phillips
Urban Garden Center
866-923-1992
Lloyd@UrbanGardenCenter.com

or

Suzanne Bell
Every Idea
(541) 383.2669
Suzanne@every-idea.com

Urban Garden Center Launches Trifecta for Urban Sustainable Living

A New Online Resource, Revolutionary Urban-style Home Composter, and a Municipal Program Designed to Increase Urban Composting

BEND, Ore. (September 15, 2008) – Today, Urban Garden Center, a home composter manufacturer, announced three critical components to increase the adoption of sustainable living in urban areas – urbangardencenter.com, the revolutionary UCT-9 composter, and a unique municipal program designed to augment municipal promotion of composting – increasing recycling efforts and reducing the amount of garbage sent to landfills.

According to the EPA, it costs the U.S. around \$1 billion every year just to dispose of all its food waste. The largest opportunity for reducing food waste lies within urban areas where food waste is proportionately higher. Home gardening and home composting can significantly impact the country's investment in waste. In fact, a recent NY Times article cited home gardening as, "...one of the most powerful things an individual can do — to reduce (his) carbon footprint . . ."¹

However, for those that live in urban areas – which is approximately 70% of the US population - sustainable living or home composting can seem unlikely. Urban dwellers have neither the space nor the time to maintain low quality composters or a traditional backyard compost pile. Increasingly, growing regulations concerning compost piles have also forced many cities to ban or consider banning the open mounds due to pest and odor problems.

"There are three critical factors to sustainable success in an urban environment. The resident must have the resources readily at-hand to get educated, a composting tool that meets urban needs, and local government program support," said Lloyd Phillips, CEO and co-founder. "Our programs, products and resources are the culmination of nearly 20 years of experience in sustainable living and when coupled together, can significantly

¹*Why Bother?* by Michael Polland, April 20, 2008
Page 1 of 2

increase the adoption of home composting and reduce the amount of waste that goes to the landfill. “

UrbanGardenCenter.com

UrbanGardenCenter.com is a newly updated and enhanced sustainable resource center focused on becoming the most comprehensive guide for sustainable gardening products online. The site features its UCT-9 composter and additional gardening products that meet Urban Garden Center's very strict customer service criteria: they must be high quality, proven, unique, and most of all, environmentally friendly.

Revolutionary Urban Composter

Urban Garden Center employed more than 20 years of experience in sustainable gardening to introduce a composter that meets urban demands - the Urban Compost Tumbler (UCT-9). A fully enclosed, revolutionary design keeps pests out (e.g. rats, mice, raccoons and insects), nearly eliminates odor, and is 90 percent more efficient than traditional composters. The UCT-9 is made in the USA of 100% recycled plastic.

It easily fits into a modern urban setting and answers composter needs with less maintenance, faster composting time, moisture control, portability and a fully enclosed design to eliminate odor in small spaces. The unique patented core aeration system of the UCT -9 provides essential oxygen for the aerobic microorganisms and tool free mixing of the composting materials, enabling it to breakdown garbage more quickly yet still yield high quality compost. Unlike competitive products that can run as much as \$500, the UCT-9 retails for only \$248.

Municipal and Educational Support

Traditionally, urban municipal composting programs have been promoting and distributing composters in their communities. Unfortunately, municipalities have found that people who have obtained free or inexpensive composters often throw the composter in the landfill or discontinue use because “they simply don't work for most people.”

The low adoption rate can be offset with a better composter, one made for urban living. As a result, Urban Garden Center has pledged a 35% discount plus actual shipping costs to a single location for bulk orders of 100 units or more of the UCT-9 composter. As part this program, Urban Garden Center will work with several local garden centers/nursery for distribution if necessary. Or Urban Garden Center has a drop-ship program that provides a 25% discount. For drop-ship municipalities and schools, Urban Garden Center will give the municipality a promotional code that community members can use on Urban Garden Center's Web site to receive a 25% discount. Urban Garden Center will then ship directly to the home owner and report the monthly sales volume to the municipality.

For qualifying organizations, our bulk and drop-ship programs provide an additional 5% rebate to assist in funding the local recycling programs. To receive the program discount, the municipality or school will need to promote the UCT as an option in their community and provide a link to urbangardencenter.com from their web site

“I personally don't believe we'll affect global change by making grand steps forward or passing a lot of laws. It will be done by everyone making small steps in the journey to sustainable living, like starting their own garden,” continued Phillips.

About Urban Garden Center (www.UrbanGardenCenter.com)

The company plans to significantly increase its product offering with more devices that promote sustainable living. All products offered will encourage the use of environmentally friendly products, promote recycling efforts, and advocate organic gardening practices. Each product added will be closely inspected and researched to ensure complete customer satisfaction.

Urban Garden Center first formed in 1999 as a manufacturing company, producing what is now known as the Urban Compost Tumbler. Since then, the organization has more than tripled in sales and increased product line. When it first began, the company recycled large food containers used by mass food distributors like Steinfeld Pickles to produce its first composters. The company has evolved to encompass a selection of revolutionary composters and include a listing of some of the best sustainable gardening products available online. Urban Garden Center continually advocates using goods that lessen the impact on our environment yet enhance the gardening experience. With a growing number of products available, the company is striving to become the premier online resource for eco-conscience gardening. Urban Garden Center has an uncompromising pledge to service and quality. There is a 100 percent customer satisfaction guarantee on every product sold. Urban Garden Center is located at 1523 SW Juniper St., PO Box 1828, Redmond, OR 97756. For more information, visit the updated Web site at www.UrbanGardenCenter.com or call 866-923-1992.

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