



NEWS RELEASE

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bamboo® show support for environmental causes – joins in alliance with 1% For The Planet

March, 2006-Lawrence, NEW YORK - bamboo® the renewable ideas design company is delighted to be the first housewares design company to form an alliance with 1% For The Planet.

1% For The Planet creates an alliance of companies that are committed to improving the environment. 1% For the Planet recognizes that companies have an obligation towards the environment. **bamboo** joins a growing group of concerned organizations who are supporting the efforts of others to help protect and restore our natural environment.

'We have deep respect and concern for the natural environment. That's our primary motivation for creating **bamboo**. We wanted to inspire people to consider more environmentally conscious and less impactful alternatives.' says Rachel Speth, Managing Director and Co-Founder of **bamboo**.

bamboo will be committing at least 1% of the company's net revenue to non-profit organizations that focus on helping the natural environment. 'It's simple. We have a responsibility to the planet and this is one tangible way we can demonstrate that,' stated Jeff Delkin, Co-Founder of **bamboo**.

"At **bamboo**, in every facet of our business we are committed to finding and creating a better way of doing things; from product innovation to manufacturing practices, we strive to consciously build sustainable business practices into our organization at every opportunity."

bamboo designs and develops contemporary products for the kitchen and home created from renewable materials. **bamboo** was founded in 2003 by Rachel Speth and Jeff Delkin.

1% For The Planet is an alliance of businesses committed to leveraging their resources to create a healthier planet. Members recognize their responsibility to and dependence on a healthy environment and donate at least 1% of their annual net revenues to environmental organizations worldwide. The alliance aims to prove that taking environmental responsibility is good for business. For more information visit <http://www.onepercentfortheplanet.org>

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