# FAQ - Green Dot GDH-B1 Compostable Bioplastic

## Company Progress

**2009 -** Green Dot Holdings incorporated
**2010** - GDH-B1 tested and verified to meet U.S. and E.U. standards for compostability
**2011** - opened headquarters in Cottonwood Falls, Kansas
**2011** - introduces the world's first compostable soft plastic iphone case
**2012** - named as top 25 social entrepreneur in America by Bloomberg Businessweek

## How is GDH-B1 different from other bioplastics (PLA, PHA etc)

- In the past compostable bioplastics have been used for disposable goods. These materials were brittle, fragile and melted at low temperatures. GDH-B1 is the world's first commercially available compostable elastomeric bioplastic, GDH-B1 is strong, pliable and durable it also has superior heat resistance compared to PLA and PHA. GDH-B1 is ideal for making long lasting durable goods that will return to nature after their useful life has ended.

## Why is GDH-B1 better?

- **Better for durable goods -** GDH-B1 is better suited than traditional bioplastics for durable goods that require a strong material that is flexible
- **Renewable & toxin free -** Unlike traditional petroleum based elastomers, GDH-B1 is renewably sourced, tested by NSF to be safe from toxins like lead, cadmium, phthalates and BPA
- **Compostable -** GDH-B1 is the only elastomer that is verified to meet U.S. and E.U. standards for compostability.

## What should I do with a product made with GDH-B1 after its useful life has ended?

GDH-B1 is designed to be returned to nature by placing the material in either an industrial composting environment, or in your back yard compost.

- **Industrial composting** environments maintain a temperature of approximately 130 F and are maintained to assure proper aeration. Compostability tests are based on an approximation of these conditions.
- **GDH-B1 will break down in backyard compost** - unlike many bioplastics, GDH-B1 will break down in a backyard composting environment as well. This process may take a little more time, however, the material will substantially decompose after several month in a backyard compost.

## Will it break down in my pocket?

- **Only in a microbial environment** - GDH-B1 is designed to be durable. The material will only break down in a microbial environment. So unless you're carrying around some pocket mulch the material will not degrade until its useful life has ended.

## How can a small company introduce a new material to the world and compete with industry leaders?

**Expertise, Innovation and Creativity:** Green Dot has an ideal balance of expertise, innovation and creative energy. The company has complimented its world class corporate and scientific leadership with a staff of product designers and engineers that develop proprietary products and work with OEMs to enhance their own product lines. This allows Green Dot to quickly place our new to the world material directly in the hands of millions of consumers with stylish innovative products that demonstrate the superior physical and environmental attributes of the material.

This is not your typical plastics company. We're not just developing new materials. We're placing these materials directly in the hands of millions of consumers.

# How Green Dot is changing the world

**The problem of plastics pollution**

There are more than 500 billion pounds of plastics consumed in the world, and this number continues to grow every year. It's no secret that plastic products do both good and harm. The enduring waste of plastic pollution has become ubiquitous in our world. Plastics are found contaminating our oceans, littering the landscape, threatening wildlife, and filling our landfills. We're using the petroleum resources used to make these plastics faster than we can find them. Consumer concerns about the deleterious effects of the toxins found in these plastics is rising.

This is not news to anyone, but the solutions are often confounding. Government is paralyzed and gridlocked. Too often, businesses must consider quarterly profits before sustainability. Despite their best intentions, people aren't nearly as green in their behavior as they are in theory. There's a logical reason for this: the ideas of "consuming" and "conserving" have almost always been exclusive of one another.

We need innovators who can change this dynamic, innovators who didn't get the memo that things can't be fixed, that everything is broken, that nothing can change. Green Dot is one of those innovators, contributing to a cleaner Earth, and giving consumers and manufacturers a sustainable alternative to petroleum based plastics that is not just greener, but better.

**Green Dot offers a solution -** *A unique company with a unique product*

**The company**: Green Dot is led by plastic industry veterans, but this is not your average plastics company. The team at Green Dot also includes product designers developing proprietary products and working directly with manufacturers to place the company's pioneering bioplastic directly in the hands of millions of consumers. All of these products are made right here in the U.S.A., because sustainability is not just about materials, it's also about jobs, people and communities.

Since opening the doors to its corporate headquarters in Cottonwood Falls, Kansas, little more than a year ago, the company has achieved many impressive milestones including a research grant from the Kansas Bioscience Authority, commercial production capacity for its bioplastic resin, and the introduction of it's first proprietary product which has already sold more than 100,000 units. The companies success has garnered the attention of Bloomberg's Businessweek who featured Green Dot as one of the top 25 social entrepreneurs in America for 2012.

**The product**: In the past bioplastic have been primarily thought of for disposable products like tableware, cups and bags. Common compostable bioplastics were rigid and brittle with a low tolerance to heat. These products would only degrade in industrial composting environments and when left in a backyard compost, would remain for years. Green Dot GDH-B1 is the first soft, pliable bioplastic that offers cradle to cradle integrity with no compromise in quality. It's strong and durable yet soft to the touch. It's designed for goods that are made to last, but when its useful life has ended it can return to nature even in a backyard compost. The unique set of environmental and physical attributes make it ideal for products ranging from housewares to recreation and from pets to babies.

Can a small startup company change the world? Quite simply yes, by making materials and products that protect the Earth, not pollute it with enduring waste, by creating proprietary products and working with manufacturers to create high quality products that allow consumers to protect the Earth as they consume. This is how we change the world one innovative product at a time, so everyone can contribute to a more sustainable world.

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# Composting GDH-B1 Bioplastic

All around the country, landfills are filling up, garbage incineration is becoming increasingly unpopular, and alternative waste disposal options are becoming harder to find. Composting provides a partial solution to this ever growing problem.

Composting is part of the earth's biological cycle of growth and decay. Energy from the sun, carbon dioxide from the air and nutrients from water and soil make the ingredients found in Green Dot's GDH-B1 bioplastic. When placed in a composting environment, products made with GDH-B1 will gently decompose, returning these ingredients back to the earth.

GDH-B1 has been tested and verified to meet U.S. and E.U. standards for compostability. The standards require that after 3 months' composting and subsequent sifting through a 2 mm sieve, no more than 10% residue may remain, as compared to the original mass. No negative influence on the composting process is permitted. These means that the bioplastic material will not harm the composting process in any way. After the material has biodegraded an examination of the effect of resultant compost on plant growth and ecotoxicity test are performed to assure that there are no harmful effects to soil or plants, so once the bioplastic has decomposed it can be used in the garden or flower beds.

These standards and tests were developed to simulate an industrial composting environment. Unfortunately, industrial composting is not readily available to most consumers in the U.S. However, unlike common compostable bioplastics, Green Dot's bioplastic will degrade in a home composting environment as well.

Green Dot's, GDH-B1 is the first compostable elastomeric bioplastic commercially available. The material offers cradle to cradle environmental integrity that has never before been available with no compromise in quality. Now consumers can contribute to a more sustainable world with stylish soft plastic products made from nature to be returned to nature after their useful life has ended.

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FOR IMMEDIATE RELEASE

July 2012

# Local Business Selected Among Top 25 Social Enterprises of 2012 by Bloomberg Businessweek

Cottonwood Falls, Kansas - Green Dot has been selected by Bloomberg Businessweek as one of America's Top 25 Social Entrepreneurs of 2012. The company was selected as a finalist from among a field of over 300 applicants. Bloomberg's criteria for the selections were: scope, impact, and economic sustainability.

The top 25 social entrepreneurs are highlighted in a slide show on the Bloomberg Businessweek's website at http://images.businessweek.com/slideshows/2012-06-21/americas-most-promising-social-entrepreneurs-2012. Visitors can learn about all the companies selected and vote for their favorite. Bloomberg will announce the top five social entrepreneurs on July 12, 2012.

"We're honored to be recognized among such a distinguished field," stated Mark Remmert, CEO of Green Dot Holdings LLC. "These are all great examples of the good that can come from aligning business and social values toward something that's good for us all."

Green Dot makes the world's first compostable bioplastic elastomer, GDH-B1. The pioneering bioplastic is a sustainable alternative to petroleum based soft plastic materials. Green Dot's bioplastic is made from renewable plant based sources. It's non-toxic. GDH-B1 has also been independently tested and verified to meet U.S. and E.U. standards for compostability.

The material is not just greener it's better. Unlike other bioplastics often used for packaging or disposable goods, GDH-B1 is durable, strong, tough and pliable. It's made to last and compares favorably to petroleum based engineering elastomers. It's lower melt temperature decreases manufacturing time and costs and lowers carbon emissions.

Green Dot serves both the plastics industry and style-conscious consumers who want to protect the Earth, not pollute it with enduring waste. Unlike conventional elastomers, Green Dot's products offer cradle-to-cradle environmental integrity that has never been available before with no compromise in quality. So everyone contributes to a sustainable world.

Green Dot Holdings LLC was founded in 2009 and is headquartered in Cottonwood Falls, Kansas. The company creates compostable bio-resins and stylish sustainable products made in the U.S.A. Green Dot aspires to improve the environment in which we live, by building a more sustainable world through renewable bio-based resins and promoting their use through invention, creation and research.

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# Article for Society of Plastics Engineers (Kansas City chapter)

March 2012

Green Dot Holdings, LLC opened the doors of its company headquarters in Cottonwood Falls Kansas less than a year ago. We're a small company with large aspirations - to improve the environment in which we live by building a more sustainable world through renewable bio-based resins and promoting their use through invention, creation and research. Green Dot has developed the market's first compostable thermoplastic elastomer, GDH-B1. It's strong, durable and soft to the touch, made from renewable plant based ingredients, tested toy safe and proven to meet U.S. and E.U. standards for compostability.

Introducing a new material to the world can be challenging even for large established players in the industry. Green Dot is meeting that challenge by putting our material directly into the hands of millions of consumers. We've designed and manufacture the first compostable soft plastic case for the iPhone® 4 and 4S. The BioCase™ is already on the market, sold in REI stores and distributed by Nitelze. Our ground breaking material is also used in a new products introduced by BeginAgain Toys. These products are not only winning over consumers, but have garnered accolades from journalists and bloggers who are applauding the adoption of our new sustainable bio-resin.

At Green Dot we believe that sustainability extends beyond the materials we use. That's why we're committed to making products here at home. We're working with OEMs, designers, and molders here in Kansas and throughout the country to assure that we can continue to manufacture innovative, cost competitive products in the U.S.A.

Kansas is the ideal home for a pioneering bioscience company like Green Dot. The state is a leader in building public/private partnerships to advance innovation and technology. The commitment to funding research along with the world-class schools and facilities in the state has place Kansas at the forefront of the bioscience field. We're proud to be part of the Kansas plastics community and are looking forward to working together for many years to come.

Learn more about Green Dot by visiting our website at www.GreenDotPure.com and follow us on Facebook at Facebook.com/greendotpure.

Can a small start-up company help make a more sustainable world? Quite simply, yes.

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FOR IMMEDIATE RELEASE

September 13, 2011

# Green Dot Holdings LLC selected as presenter at eighth annual Great Plains Capital Conference

Cottonwood Falls, KS - Green Dot Holdings LLC has been selected as a presenter at the eighth annual Great Plains Capital Conference to be held in Wichita, Kansas on Thursday September 15th. The conference will bring together the region's technology leaders, entrepreneurs and angel investors for presentations by emerging businesses. Green Dot is one of thirteen companies chosen to participate in this year's conference. Companies were screened and selected by a committee based on the quality and experience of the management team, the proprietary nature of their products or services, market opportunity, and financials.

CEO, Mark Remmert commented, "Green Dot is proud to be invited to participate with the best and brightest among Kansas' emerging companies. The state's investment in research and development have made Kansas a national leader in bioscience. We're excited to be among these companies at the vanguard of innovation."

Green Dot Holdings LLC has created the market's first elastomeric bioplastic that meets U.S. and European standards for biodegradability and compostability. The unique chemistry offers a lower carbon footprint, reduced greenhouse gas emissions, and true cradle-to-cradle environmental performance. Green Dot intends to manufacture and distribute its compostable resins to plastics manufacturers as a substitute for non-biodegradable petroleum-based polymers. The company's mission is to improve the environment in which we live, by building a more sustainable world through renewable bio-based resins and promoting their use through invention, creation and research.

The conference is organized by Wichita Technology Center and sponsored by Kansas Department of Commerce, Kansas Bioscience Authority, Polsinelli Shughart and 360 Ideas.

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FOR IMMEDIATE RELEASE

August 2, 2011

# Green Dot Holdings LLC Receives Kansas Bioscience Authority Grant for Research at Pittsburg State University's Kansas Polymer Research Center

Cottonwood Falls, Kansas - Green Dot Holdings LLC has been awarded a grant from the Kansas Bioscience Authority for research to be conducted at the Kansas Polymer Research Center at Pittsburg State University. Green Dot has created the market's first elastomeric bioplastic that meets U.S. And E.U. standards for biodegradability and compostability. The grant will facilitate further study of Green Dot's bio-resin and evaluate alternative expanded options for compostable plastics.

The Kansas Polymer Research Center (KPRC) at Pittsburg State University is one of the world's leading centers specializing in vegetable oil-based polymer research and development. KPRC scientists work with industrial partners, state and federal agencies, and producer associations on developing and commercializing new innovations in the development of polymers. The Kansas Bioscience Authority (KBA) was created in 2004 under mandate of the Kansas legislature and Secretary of Commerce to advance Kansas' leadership in bioscience. Kansas is among the top five states in the US for research investment in bioscience.

Green Dot Holdings LLC is a privately owned company formed in 2009. The company is headquartered in Cottonwood Falls, Kansas with sales and design teams in California. The company's mission is to improve the environment we live in, by building a more sustainable world through renewable bio-based resins and promote their use through invention, creation and research. Green Dot's revolutionary bioplastic resin, GDH-B1, offers a true cradle-to-cradle solution for durable soft plastics. It is bio-based and biodegradable, and meets both U.S. and European standards for compostability.

The KBA grant will enable Green Dot to conduct further investigation of the polymer structures and physical properties of GDH-B1 and to research new materials for use in biodegradable composites and foams. According to Mark Remmert, CEO of Green Dot Holdings, and a 30 year veteran of the plastics industry, "the KBA grant is a significant milestone for the company. The money is of course beneficial, but the most important aspect of the grant is gaining access to world class scientists and facilities that specialize in bio-material development."

Green Dot was drawn to Kansas in part by the state's commitment to funding bioscience research. The KBA grant will help ensure the company's continued growth in the burgeoning bioplastics sector and further expand economic opportunities in rural communities and throughout the state.

For more information please visit http://GreenDotPure.com or call 620.273.8919

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# Green Dot Highlighted by Bloomberg

appeared in the Emporia Gazette June 23, 2012

Bloomberg Business Week named 25 of America's most promising Social Entrepreneurs of 2012 and Green Dot of Cottonwood Falls made the list.

Business week is asking people to go to their website and vote for which company they think should be featured as the most promising social entrepreneur. Business Week asked readers to nominate entrepreneurs building promising businesses that tackle social ills. The list was narrowed from 300 to 25 for-profit social enterprises. Go to www.businessweek.com/articles/2012-06-21/vote-for-americas-most-promising-social-entrepreneurs to read profiles and vote before July 12. The top five vote-getters will be announced on July 19.

Here is the write up that appeared:

Green Dot

Cottonwood Falls, Kan.; 7 employees; no revenue in 2011

Green Dot is developing a compostable, biodegradable soft plastic based on cornstarch to replace petroleum-based plastics. The company has shipped nearly 70,000 units of its first product, an iPhone case sold online and through outdoor goods retailer REI, and expects more than $1 million in revenue this year. The cost of the bioplastic, at $4.50 per pound, is competitive with similar materials that aren't biodegradable. "It doesn't go in the landfill. It's toxin-free," says spokesman Kevin Ireland. "We're trying to decrease the amount of enduring waste in the environment."

Mark Remmert, CEO at Green Dot, said he was honored by being selected by Business Week.

In a recent interview with the Gazette Remmert talked about his biodegradable plastics.

"The way I look at it, the last 100 years, when you think about the material world, much of that was extracted, and much of that was oil and hydrocarbons," Remmert said. "Today, 10 percent of all the oil that comes out of the ground goes to make plastics, so that's not sustainable with 7 billion people on the planet and more coming. As developed countries begin to use more and more plastics per capita it's just an on-going and ever-bigger problem."

Remmert said he thinks the next century will host a revolution in bio-derived materials.

# Plastics Pioneer

by Ben Fitch
Emporia Gazette - June 9, 2012

At first glance, the iPhone covers sold at Studio 11 in downtown Emporia are the typical IOS accessory — protective, flexile, made of plastic — but they are special.

First, the design and original production comes out of Cottonwood Falls. Secondly, if buried in the backyard, the cover will begin to biodegrade within a month.

The special BioCases, produced and distributed by Nite Ize Innovation, are made of a compostable bioplastic elastomer, developed by Green Dot Holdings, LLC in Cottonwood Falls. The resin, called GDH-B1, is the world's first and only bio-derived, stretchy and flexible plastic capable of degrading in an everyday, household-maintenance compost pile.

Like all plastics, the resin is eventually transformed into a pellet form to be molded into whatever shape, but it has disparate origins in that it are spawned from more familiar materials. The base ingredients in GDH-B1 are not the same as what may be found on a dinner table, but chemically, they are not that far off: corn starch, organic acid and proteins.

The materials are polymerized to form a unique plastic material that is compostable, non-toxic and approved by the National Science Foundation, with no hazardous ingredients.

Mark Remmert, the CEO at Green Dot, said what was truly amazing about the plastic is that it is the first. There have been a couple of rigid, stiff bio-polymers that developed in the last decade, but they only degrade in industrial composting facilities at around 170 degrees.

"In many ways it's better," Remmert said. "It's certainly better than many of the other bio-plastics that have been launched in the last few years. It's tough, it's got very good engineering properties, meaning you can design something with it. It's got mechanical and physical properties that are well duplicated, and therefore, lend themselves to being designed with. It's also quite easy to process."

GDH-B1 is less energy-intensive — less than half the energy cost of petrochemicals in its production — with a lower carbon footprint than petroleum-based products.

"The way I look at it, the last 100 years, when you think about the material world, much of that was extracted, and much of that was oil and hydrocarbons," Remmert said. "Today, 10 percent of all the oil that comes out of the ground goes to make plastics, so that's not sustainable with 7 billion people on the planet and more coming. As developed countries begin to use more and more plastics per capita it's just an on-going and ever-bigger problem."

Remmert said he thinks the next century will host a revolution in bio-derived materials.

"Of course we've seen it first in food, the advances in not only genetic, but also in land use and crop protection and so forth," he said. "Next we saw it in the area of fuel with ethanol and bio-fuels."

His hope is that resins like GDH-B1 will replace petrochemicals. Currently, however, more than 200 billion pounds of petroleum-derived plastic is produced globally, making up for 99 percent of plastic production.

"There's a massive infrastructure in place," Remmert said. "Crackers and refineries are billions of dollars a piece. Companies that are invested in that are not particularly eager to dispense with it. The technology still has a long way to go — basic raw materials, catalysts, processes. There needs to be a huge economy of scale developed."

(continued next page)

Green Dot's innovation is protected under the composition of matter, one of the four principal categories of things that may be patented under United States patent law. Remmert said the patent application has been filed and reviewed by the U.S. Patent and Trademark Office, and Green Dot is currently operating under a "patent-pending" status.

"We think it's a relatively strong intellectual property position," he said. "More importantly though, we think this base technology is readily expandable. You can think about making material harder or softer, stiffer, more flexible. You can think about making it rigid, you can think about blending it with other polymers or fillers to make things like composites, fibers, foams. And we are currently working on investigating all of those opportunities."

The innovation is potentially of revolution-making quality, Remmert said. It also has the potential to be very lucrative. Remmert said Green Dot may license the technology, but it is not their intent to sell it.

The resin is produced in another state, but its location is confidential.

"It's done under a pretty tightly controlled confidentiality arrangement," he said. "Some day we may move that plant here, but there's obviously some issues around that. We're the only company in the world with this product. I'd like to keep it as tightly controlled as possible."

The technology was bought from a confidential inventor found by the investors, who are also anonymous. The inventor was not able to commercialize the resin for financial reasons and was eventually bought out.

The company is a year old, founded in spring 2011. It just completed an institutional round of fundraising, which will be used to expand a commercial presence and further develop the technology.

So far, the BioCase is the only product by Green Dot, but there are other products in the pipeline, Remmert said. Other streams of revenue exist, however. Green Dot can sell the plastic material to other companies that fabricate things in the plastics world. The company can make its own products from GDH-B1, or they can license the technology.

Green Dot is currently partnering with various OEMs — original equipment manufacturers — to produce something more substantial in thinning out landfills, items such as diapers and trash bags.

**FOR IMMEDIATE RELEASE**
February 7, 2012

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**Newest BeginAgain Toys Return to the Earth When Outgrown**
**--Eco-Innovator launches 100% compostable playthings**

Fort Collins, Colo.— When baby outgrows her GreenRing toy from BeginAgain, it may end up in a landfill. Even if it does, the toy will soon disappear.

Unlike traditional plastic playthings, BeginAgain's newest eco-toys are 100% compostable. Designed in collaboration with Green Dot Holdings LLC, the toys are made from plants—a corn starch bio-resin and wood. They decompose and nourish the Earth when children no longer need them. BeginAgain's 2012 products will launch next week at the American International Toy Fair (Javits #5643) in New York.

"This corn starch bio-resin is the most innovative eco-material we've ever had our hands on—it's the new rubber," says Chris Clemmer of BeginAgain. "It's safe, soft and can be molded like rubber. It's even dishwasher safe, yet transforms into compost at the end of its useful life. We also love that Green Dot's bio-resins are made in the USA."

Perfect for teething and building skills, BeginAgain's new GreenRing is made from a 3-inch loop of smooth beech wood encircled by soft, supple corn starch bio-resin. The dual material design offers tactile play and develops fine motor skills. Available in three colors, the outer ring can be removed and sanitized in the dishwasher (top rack). Recommended for babies 6 months and older, the GreenRing will retail for $10.

Also made with the "new rubber," Scented Scoops is an ice cream party playset that smells good enough to eat. The 6"x9" beech wood serving tray holds six, three-inch beech wood "cones." Each cone can be topped with one or more of the six, deliciously scented two-inch "scoops" made from corn starch bio-resin (two vanilla, two chocolate and two mint). Great for role-play, Scented Scoops is recommended for ages 4+ and will retail for $30. Scented Scoops Singles—one cone and a scoop—will be sold separately for $5 each.

"We are extremely excited to partner with BeginAgain for the launch of our corn starch bio-resin, GDH-B1, to the children's market," says Mark Remmert, CEO of Green Dot

Holdings LLC. “They understand that quality products can be made and disposed of with a lower impact to the environment—right here in the United States.”

Green Dot GDH-B1 was developed by Kansas-based Green Dot Holdings LLC and is made into toys by BeginAgain in Illinois. It molds at a lower temperature than traditional plastic, using much less energy for manufacturing. Products made with Green Dot GDH-B1 degrade within several months in an industrial composting facility and produce no toxic residues.

**New BeginAgain Pop-Up Playbook & Puzzles**

The first Pop-Up Playbook in BeginAgain’s new series is called "A Day on the Farm.” This natural rubber playset springs to life as the beech wood sides of the Playbook are opened. To clean up, kids gather the animals, place the farm in the book, squeeze it closed and snap it shut. The set includes a Playbook (two boards hinged with natural cotton), a soft Pop-Up playscape and six farm animals made from natural rubber. The Pop-Up Playbook will retail for $30 and is recommended for ages 4 and up.

Also new from BeginAgain for 2012 are updated ImagiPLAY animal puzzles and yo-yos made from sustainably harvested rubberwood. The new designs have a fresh, whimsical look and are colored with non-toxic, water-based stains that show off the wood’s natural beauty.

“Using recycled plastic is a great first step, but we have to do more to reduce our impact on the Earth,” says David Bowen of BeginAgain. “We must fundamentally change the way we make and consume products. Renewable, plant-based materials like bio-resins, sustainably harvested wood, natural rubber and cotton are a big part of the solution.”

BeginAgain’s new toys will be available in fall 2012 at specialty stores across North America. For more information, visit the BeginAgain workshop at www.beginagaintoys.com.

About BeginAgain
Created by toymakers David Bowen and Chris Clemmer–two of the co-founders of Sprig Toys–BeginAgain is focused on thoughtful product design and imaginative storytelling for today's kids. It is our goal to inspire children with stories of invention, adventure, and good old-fashioned fun. BeginAgain toys teach through play and nurture the development of the whole child. The company is based in Fort Collins, Colorado. Explore the BeginAgain workshop online at www.beginagaintoys.com.

About Green Dot Holdings LLC
Green Dot aspires to improve the environment in which we live by building a more sustainable world through renewable bio-based resins and promoting their use through invention, creation and research. Visit us at www.greendotpure.com.

**For Immediate Release**
Contact: Brenda Isaac / 303.962.0515 / bisaac@niteize.com

# Nite Ize Introduces BioCase for iPhone 4S and 4

BOULDER, Colo. (January 9, 2012) - Nite Ize, Inc., a leading manufacturer of innovative accessories, announced today the introduction of the BioCase, a compostable and biodegradable protective case for the iPhone 4S and 4. This innovative product is the result of collaboration between Nite Ize, Inc. and Green Dot Holdings who developed the unique elastomer, GDH-B1, used to manufacture the BioCase.

"We are incredibly excited to bring the BioCase to the market," said Rick Case, Nite Ize founder and CEO. "This product reflects the core values that I believe in as a business owner, and allows Nite Ize to bring earth---friendly innovation to our customers who are looking to make responsible choices when shopping for a protective case for their iPhone."

The Nite Ize BioCase protects your iPhone 4S and 4, respects the environment, and makes a colorful personal statement all at the same time. Made in the U.S.A. of GD P.U.R.E.'s GDH-B1 - the world's first certified compostable, biodegradable elastomer, the BioCase is a uniquely sustainable way to protect your iPhone. Soft and flexible yet surprisingly durable, its base is made of organic materials, not fossil fuels, so its production creates a much lighter carbon footprint. The BioCase wraps snugly around your iPhone, slides in and out of a pocket easily, and comes in a variety of solid colors and patterns that reflect a wide spectrum of styles and moods. It meets the strictest domestic and European standards of biodegradability. When consistently exposed to a composting environment, it fully breaks down into organic compounds in a matter of months. It's the perfect plastic solution! MSRP: $21.99

***About Nite Ize, Inc.:*** *Nite Ize was founded by creativity and has continued to commit to innovation throughout 23 years of business. Nite Ize products and brands strive to exemplify problem/solution based products with quality and performance at the core. Nite Ize takes pride in the way they conduct their business and do what they say they will do. Nite Ize team members are passionate about their products, customer satisfaction, their partners and the environment. Nite Ize operates from its corporate offices in Boulder, Colorado, and offers over 400 innovative products & accessories in five unique categories: Mobile, Hardware, L.E.D., Flashlight, and Tool. Its products are sold in over 60 countries by the world's most recognized retailers. For more information, please visit www.niteize.com.*

***About Green Dot Holdings LLC:*** *Green Dot aspires to improve the environment in which we live by building a more sustainable world through renewable bio---base resins and promoting their use through invention, creation and research. Green Dot Holdings LLC has created the market's first elastomeric bioplastic that meets U.S. and European standards for biodegradability and compostability. The unique chemistry offers a lower carbon footprint, reduced greenhouse gas emissions, and true cradle---to---cradle environmental performance. Green Dot sells its compostable resins to plastics manufacturers as a substitute for non-biodegradable petroleum-based polymers. The company is headquartered in Cottonwood Falls, Kansas. For more information please visit www.greendotpure.com*

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