



For Immediate Release

Earthcycle Packaging Ltd. Launches Sustainable Packaging Solutions

VANCOUVER, B.C. – October 15, 2005 - Earthcycle Packaging Ltd. announced today that the official launch of their line of biodegradable and compostable packaging will take place at the PMA Fresh Summit 2005 being held at the Georgia World Congress Center in Atlanta from November 4th to 8th.

Earthcycle packaging comes from the earth and, when it's done its job, returns to earth. The sustainable solution is made from a renewable resource—palm fiber. This agricultural biomass is waste, left behind when the palm fruit is harvested throughout the year for oil. This husk used to be incinerated or landfilled. Now it is turned into Earthcycle Packaging, reducing not only the waste stream but the negative impacts of the burning and landfilling. When Earthcycle Packaging has done its job it naturally biodegrades back to earth. Just pitch it in the compost! With the minimal inputs of air, moisture and time it's ready to make a healthy contribution to the soil.

If the 9.3 billion units of rigid pre-pack produce sold annually in the US were packed in Earthcycle more than 410 million pounds of waste could be diverted from landfill to compost!

Earthcycle offers sustainable packaging for fresh food, food service and garden products as well as providing custom solutions for clients.

About Earthcycle

Vancouver-based Earthcycle Packaging is a privately held company, established by experienced entrepreneur Shannon Boase. Ms. Boase discovered palm fiber packaging while managing a technology commercialization fund for the Malaysian government. She has held senior positions in a number of start-up technology-based companies in Asia and North America but thought it was time to create her own. Shannon has assembled a team of like-minded individuals to make Earthcycle the sustainable packaging choice for responsible organizations.

-30-

Contact: Earthcycle Packaging Ltd.

Tel: 604.899-0928

e-mail: info@earthcycle.com