



Booth #87

OUTDOOR RETAILER SUMMER MARKET, Booth #87  
Contact: AJ Dax – 310-972-1519  
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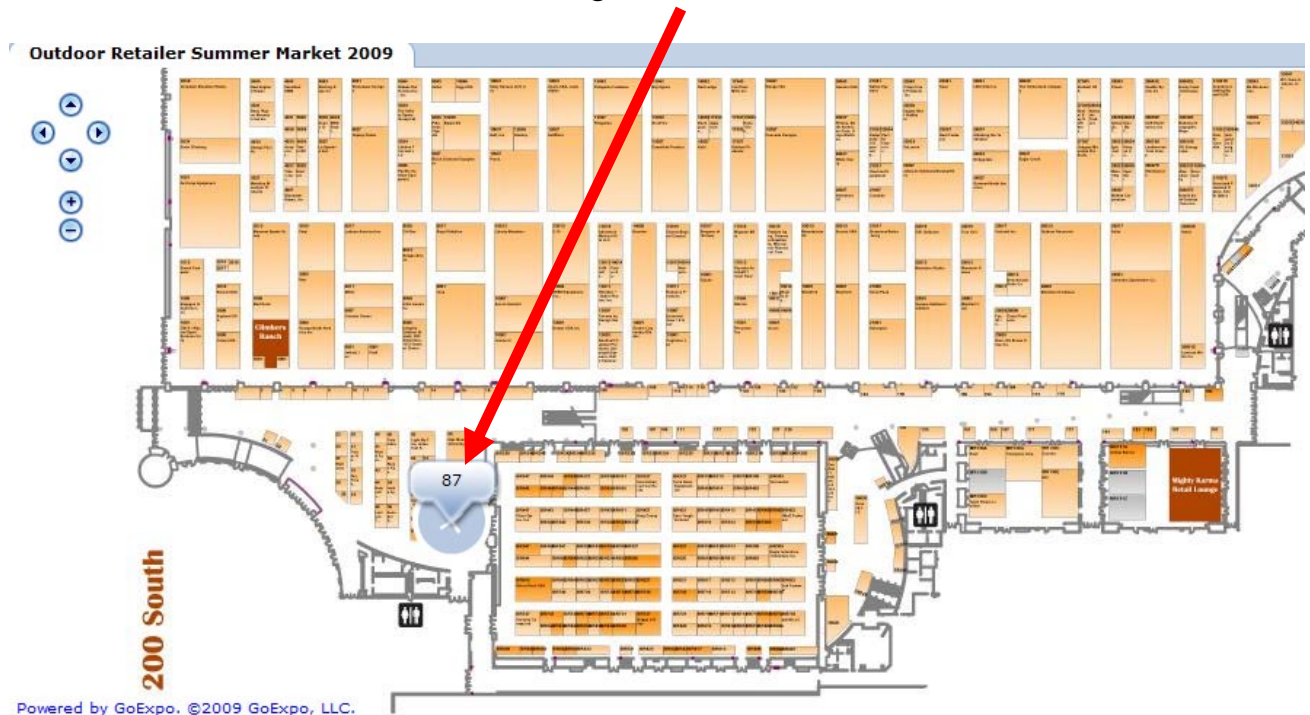
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AS AN ATTENDEE OF THE OUTDOOR RETAILER SUMMER MARKET, YOU WILL BE GETTING AN *EXCLUSIVE PREVIEW* OF:

## ***CHICOBAG'S NEW FALL 2009 LINE!***

This new line not only expands on the company's wildly successful reusable shopping bags, but takes the ChicoBag brand in new and exciting directions. If you'd like to obtain details at the show, please visit Wes McMahon at the ChicoBag booth.



Otherwise, please use the press contact information for samples and details to be sent post-show.

**WANT AN EARLY PEAK AT THE LINE?**

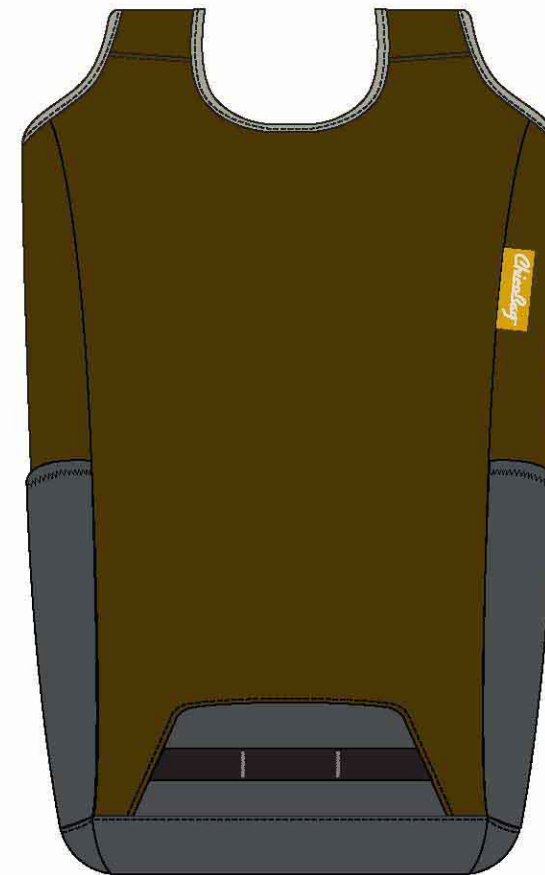
***TAKE A LOOK...***

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# CHICOBAG DAYPACK COLLECTION



RUST

ALUMINUM

BROWNSTONE

ONYX

# CHICOBAG SLING COLLECTION



GLACIER



OLIVE BRANCH



CINNABAR



MERLOT



SHITAKE



CHICOBAG MESSENGER COLLECTION



RUST

ALUMINUM

BROWNSTONE

ONYX

CHICOBAG REPETE VITA COLLECTION



ATLANTIC BLUE



INCA GOLD



CHESTNUT BROWN



GOJI BERRY



DEEP EMERALD

# CHICOBAG NATURE COLLECTION



FERN



JAPANESE LANTERN



BAMBOO



POM FLOWER



CHICOBAG KARMA COLLECTION



WISDOM



SERENITY



BALANCE



HARMONY

## CHICOBAG VINTAGE COLLECTION



MAROON POLKA-DOT



BROWN POLKA-DOT



PLAID



RETRO



**ChicoBag Company**

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530.342.4426 • 888.496.6166 • 530.267.5434 fax  
info@chicobag.com • www.chicobag.com

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**CHICOBAG REINVENTS ITSELF WITH NEW rePETe BAG**  
*Bag made from recycled materials helps reduce landfill waste*

CHICO, CA - First ChicoBag inspired consumers to break the single use bag habit when it created one of the most innovative and convenient reusable bags on the market. Then the company gave birth to "The Bag Monster," an eco "anti-hero" mascot to educate the world about the need to break the single use bag habit. The fall 2008 release of the "ChicoBag Vita" ushered in a larger capacity option so there were no longer excuses for neglecting to bring your own bag.

Never one to rest on its laurels, the company challenged itself to help clean up plastic that is already in our retail cycle. After much research and development, it has created the ChicoBag rePETe. This new bag is made nearly entirely of recycled materials researched and selected by ChicoBag to have the utmost durability and effect on reducing waste. The fabric and drawstring were produced from recycled plastic bottles - PET, averaging about 7 bottles recycled per bag. The cord lock was made from recycled polyurethane. Even the handy carabiner clip is made from recycled aluminum.

Marketing Manager Wesley McMahon notes, "The rePETe™ is the next step in our evolving effort to provide society with a trusted brand and a portfolio of quality products aimed at helping humanity solve the environmental challenges ahead. "

-more-

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Page two: ChicoBag rePETe press release

He adds, "Many companies claim to manufacture "recycled" reusable bags, and for this reason the people at ChicoBag™ feel it is our responsibility to let our customers know exactly what raw materials are used in rePETe™ production. You can rest assured that the rePETe™ is manufactured from 99% recycled materials with 73% of the total weight coming from post consumer recycled materials."

The ChicoBag rePETe has a 25 pound capacity, the equivalent of approximately three and a half gallons of milk, and is the same size as the ChicoBag Original, which fits in most retail store bag racks for easy loading. It is available in five colors (Pacific Blue, Green Cypress, Red Clay, Moss Green and Canyon Brown) with two-tone accents, and retails for \$9.00. Like all ChicoBags, it is customizable and compresses into that handy self-contained pouch for which ChicoBag is so renowned.

About ChicoBag ([www.chicobag.com](http://www.chicobag.com)): ChicoBag's reusable shopping bags provide one of the most convenient and affordable solutions for breaking the single-use bag habit. The company is widely respected for its dedication to environmental preservation and it has instituted a recycling program through which its bags can be returned after they have finished their service. ChicoBag has been featured in *TIME*, *Entrepreneur*, *Fortune*, *Money* and many other print outlets, in addition to a variety of broadcast and online media. Its bags are in the hands of a host of eco-minded celebs: The Black Eyed Peas, Ed Begley, Jr., Amy Smart, Hilary Swank, Liv Tyler, Keenan Ivory Wayans, Ty Pennington, Patrick Dempsey and many others.

About PET - Polyethylene terephthalate (PET) was patented in 1941. PET bottle recycling is often more practical than recycling of other plastics. The primary reason is that plastic carbonated soft drink bottles and water bottles are almost exclusively PET, which makes them more easily identifiable. PET is often recycled into textiles such as polyester and polar fleece.

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# New Product!

## THE rePETe ORIGINAL

Fabric: 100% Recycled PET\*

Carabiner: 97% Recycled Aluminium

Cord: 100% Recycled PET\*

Cordlock: 100% Recycled Polyurethane

Thread, Screen Print, Care Label Made From Virgin Material

\* 73% Post Consumer Recycled Content

Bag 18" x 14.5" approx.

Pouch 3" x 4" approx.

Capacity 25 lbs

Machine Wash Cold & Hang to Dry • One Year Warranty



ChicoBag™

100% RECYCLED PAPER

Sales@ChicoBag.com • www.ChicoBag.com • 345 Huss Drive, Chico, CA 95928 • p 530 342 4426 • f 530 267 5434

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## CHICOBAG FACT SHEET

Founded: 2004

Founder: Andy Keller

Corporate Headquarters:

345 Huss Drive  
Chico, CA 959268  
530.313.5252  
888.496.616  
info@chicobag.com

Company website: [www.chicobag.com](http://www.chicobag.com)



Retailers: Bristol Farms, Greenfeet.com, Whole Foods, and hundreds of health food stores nationwide, as well as the ChicoBag website.

Background:

Following an inspiring trip to a local landfill, Andy Keller founded ChicoBag set on the intention of helping humanity kick the wasteful single-use bag habit. The solution was an affordable reusable bag that, thanks to its carabineer clip, is literally unforgettable.

Traditional bags are bulky and often left at home or in the trunk of the car. ChicoBag was developed to help the average American adopt a healthy reusable bag habit. ChicoBags are machine washable and durable. ChicoBags can hold an average of 25-40 pounds. They are lightweight and designed to fit in a pocket or purse. As a result, they are used more often, helping significantly reduce single-use bag waste.

ChicoBag has a recycling program for expired ChicoBags so you can feel good about our products. They come in a rainbow of colors and can be customized with a logo. The bags have a one year warranty and retail for only \$5-9 each, making them a great gift to share with friends and a wonderful fundraiser that not only helps schools and organizations raise needed revenue, but lets them provide some environmental education and value in the process.

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## CHICOBAG GENERAL PRODUCT INFORMATION

### Warranty:

Each ChicoBag comes with a one year warranty from the date of purchase against defects in material and workmanship. During this period, The ChicoBag Company will repair or replace, at our discretion the defective product. Under no circumstances will the buyer be entitled to consequential or incidental damages.

### Care:

Machine wash cold, hang to dry.

### Manufacturing:

ChicoBags are manufactured by a fair labor, fair wage manufacturing company in China. This allows us to make adopting a reusable bag habit affordable for the majority. Through our interactions and friendships, we believe that we are making a positive environmental and social impact in Asia.



### Recycling:



Jean Michel-Cousteau & his ChicoBag

ChicoBag has a recycling program for expired ChicoBags so you can feel good about supporting us. Expired ChicoBags will be repurposed into door mats, dog beds and prayer flags. These products are made by a non-profit women's shelter and the proceeds from these items benefit their programs.

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## **COUNTRIES WITH PLASTIC BAG TAXES FOR CONSUMERS OR RETAILERS**

Denmark  
Finland  
Germany  
Hong Kong

Ireland  
Japan  
Norway  
South Africa

Sweden  
Switzerland  
Taiwan

## **COUNTRIES WITH COMPLETE OR PARTIAL BANS ON PLASTIC BAGS**

Australia  
Bangladesh  
Bhutan  
China

Entrea  
India  
Italy  
Mauritius

Pakistan  
Papua New Guinea  
Rwanda  
Somalia

## **CITIES/ STATES IN THE U.S. WITH COMPLETE OR PARTIAL BANS ON PLASTIC BAGS**

San Francisco  
Alaska  
Seattle  
Santa Monica

## **CELEBS WITH CHICOBAGS**

Bonnie Hunt  
Liv Tyler  
Leonardo DiCaprio  
Susan Sarandon  
Lisa Kudrow  
Amy Smart  
Gerard Butler  
Steve Carell  
Patrick Dempsey  
Juliette Lewis

Hilary Swank  
Amy Adams  
James Marsden  
Ty Pennington  
Keenan Ivory  
Wayans  
Jean Michel-  
Cousteau  
Julie Warner  
Gina Gershon



Rosario Dawson & Jaime King with the Bag Monster

"ChicoBags are the perfect way to cut down on the wasteful use of paper and plastic. What makes them better than many other bags is their compact nature. Now, there's no longer any excuse for not having a bag with you!"

*- Ed Begley Jr., Actor and Activist*

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*Julia Louis-Dreyfus & the Bag Monster*

The Bag Monster character is an environmental “antihero” meant to drive awareness and encourage voluntary reusable bag compliance and/or mandatory bag ban legislation. The Bag Monster, whose costume is comprised of the 300-700 bags the average American consumer uses annually, is an instant visual of the environmental hazards caused by disposable shopping bags. It uses irreverence as a means of addressing a serious issue with humor. Wherever witnesses see Bag Monsters, they are encouraged them to run them out of town.

So far, the Bag Monster has been kicked out of many cities and countries worldwide. But ChicoBag will not settle until it has no safe refuge.

Each year, 14 million trees are cut to make paper bags thereby robbing our environment of vital producers of oxygen and natural outdoor air filters, not to mention homes for wildlife. On the other hand, plastic bags do not biodegrade, but photodegrade, leaving toxic bits in landfills and waterways, where they are mistakenly eaten by wildlife - 100,000 of which die agonizing deaths as a result. As if those statistics were not disturbing enough, there is currently a mass of plastic pollution (bags, bottles, etc.) floating in the Pacific Ocean that is twice the size of Texas. It is leaking toxins from the plastic into the water, which not only endangers marine life, but also makes it into our food chain. At present no effort is underway to clean up this “garbage island.” The eco impact is obvious and clean up costs taxpayers millions each year.

Consumers are quickly realizing that by simply bringing their own bag to the store, they make an enormous difference on their environmental impact. The Bag Monster campaign is endeavoring to spread the word.

The Bag Monster has appeared at schools, environmental festivals, City Council meetings, and parades such as Mardi Gras, charity events, concert tours and tourist attractions. Keep your eyes peeled, because he’s probably somewhere near you!

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