



## MEDIA RELEASE

**For Immediate Release**

### **EPI's "Simple Truth About Plastics" Reality Campaign Continues**

**Vancouver, Canada – January 7, 2011** – After over 5,000 visitors at K Show received biodegradable plastic garbage bags and were encouraged to “Do the right thing”, EPI Group of Companies, is bringing the “Simple Truth About Plastics” campaign to ArabPlast, January 8 – 11, 2011.

Representing EPI at ArabPlast, Amir Fasihi, Sales Account Manager for the Middle East comments, “With the UAE Ministry of Environment and Water’s nationwide campaign to ban non-biodegradable plastic bags by 2013, biodegradable options have successfully built momentum as a required alternative.”

During the ArabPlast exhibition, EPI will be distributing biodegradable plastic garbage bags. Each package will contain five single-use garbage bags. Both the package and the individual garbage bags will degrade and subsequently biodegrade when discarded in soil, in the presence of microorganisms, moisture, and oxygen.

“EPI’s biodegradable plastic garbage bag promotion is designed to generate attention towards all single-use plastics that are still being used in everyday activities that require an environmentally responsible solution,” concludes Mr. Fasihi.

Newly signed distributor, M.H. Enterprises L.L.C. (MH), will co-exhibit with EPI and represent as a local agent contact at ArabPlast. MH joins EPI to distribute TDPA™ (Totally Degradable Plastic Additives™) in the United Arab Emirates, Qatar and the Sultanate of Oman.

EPI and MH will co-exhibit at ArabPlast from January 8 to January 11 in Hall 4, Booth E2.

#### **About EPI**

Established in 1991 in Canada, EPI Environmental Technologies Inc. (EPI) with its UK subsidiary EPI (Europe) Ltd. (EPI) has become a world leader in the fight against plastic waste. EPI licenses proprietary technology that causes plastic to degrade. Plastic bags, plastic film, plastic packaging and other single-use plastics can remain in the environment for decades. When these products are manufactured using EPI’s additives, they will degrade and subsequently biodegrade when discarded in soil, in the presence of microorganisms, moisture, and oxygen.

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