



**INGEO™ EARTH MONTH
APRIL 22, 2008**

9:00AM – 3:00PM
Creative Gallery Exhibition
(Free: Open to the public)

3:30PM
Screening of Chris Jordan's
video installation
INTOLERABLE BEAUTY and
RUNNING THE NUMBERS

4:00PM – 5:00PM
Round-Table Panel

Olivia Zaleski (Moderator)
The Daily Green and *Huffington Post*
Elettra Wiedemann
Model and Environmentalist
Savania Davies-Keller
Co-founder and Designer for DDCLAB

Ted Ning
Executive Director of LOHAS
Conference

Dave Burke
President and COO, Primo Water

Sue Hall
Director, Climate Neutral Business
Network

Dan Boxer
Chairman, Easy Gardner

Steve Davies
Global Marketing Director,
NatureWorks LLC

6:00PM-8:00PM
Earth Day Celebration
hosted by
Elettra Wiedemann
(By invitation only)

WHERE:
INGEO™ EARTH MONTH
CREATIVE GALLERY
201 Mulberry Street, NYC
(Between Spring & Kenmare)

WEBSITE:
www.ingeoearthmonth.com
www.natureworkslc.com

PRESS RSVP ONLY:
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NATUREWORKS LLC MARKS THE FOURTH ANNUAL IN GEO™ EARTH MONTH WITH "FANTASTIC NATURAL PLASTIC", A POP-UP CREATIVE GALLERY ON SUSTAINABLE ART AND FASHION, AND FEATURING A ROUND-TABLE PANEL DISCUSSION "HOW RESPONSIBLE INNOVATION COMES TO EVERYDAY LIFE"

A JOURNEY FROM TODAY'S REALITY OF MASS CONSUMPTION AND ITS ENVIRONMENTAL IMPACT THROUGH SUSTAINABLE INSTALLATION AND DESIGNS BY ARTISTS CHRIS JORDAN, BRYAN ROBERT HAMECS, AND AN ECO-FASHION PRESENTATION BY ESTABLISHED DESIGNERS

NEW YORK, NY (April 2008)– *"Responsible innovation comes to everyday life"* which is readily available now and is easily accessible in your local retail and department stores! **NatureWorks LLC** is proud to present the fourth annual **Ingeo™ Earth Month** to debut in New York City on **April 22nd, 2008** in the form of a creative gallery titled *"Fantastic Natural Plastic"*– a pop-up exhibition and a round-table panel discussion at the **Ingeo™ Earth Month Creative Gallery at 201 Mulberry Street, NYC (between Spring & Kenmare)**, to showcase the latest in responsible innovation for everyday living.

NatureWorks LLC manufactures a family of commercially available, low carbon footprint, Ingeo™ bio-plastics—materials derived from 100 percent annually renewable resources with cost and performance that compete with petroleum-based plastics and fibers. Today, Ingeo™ innovations help transform eco-options from niche to mainstream, providing a whole new generation of natural plastic and fiber products in more than 20 different lifestyle categories from at least 100 commercial partners, selling in more than 70,000 retail outlets worldwide.

The Ingeo™ Earth Month Creative Gallery will showcase the reality and detail of this fast track market development for new food and beverage bio-packaging essentials, clothing, electronics, appliances, personal care, home, and garden. These innovative products, all for everyday use, make Ingeo™ the naturally better brand of choice that's changing the shape of how we shop and live.

The Ingeo™ Earth Month Creative Gallery is free and will be open to the public on **Earth Day, April 22** from **9AM–3PM**. Visitors will experience a journey beginning with the reality of mass consumption and accumulated waste through the lens of environmental artist **Chris Jordan**, with the premiere screening of *Intolerable Beauty* and *Running The Numbers* at **3:30PM**. And to explore the response and solutions for an alternative way of responsible living through a lifestyle art installation using Ingeo™ products by **Bryan Robert Hamecs**. Also on view is a one-of-a-kind chair from the **Ingeo™ Cult Seat** series, *Sunset* by Italian furniture designer **Cappellini**, which debut at the **2008 Salone Internazionale del Mobile** (International Furnishing Accessories Exhibition) in Milan, Italy.

The Ingeo™ Earth Month Creative Gallery will also feature an eco-fashion journey featuring ready-to-wear designs by **DDCLAB**, **naturevsfuture**, *Project Runway* contestant **Elisa Jimenez**, **Marithé+François Girbaud**, **Monecouture** by **Daniela Bizzi**, and **Christine Chang** from the 2008 graduating class of **Parsons The New School for Design**. Ingeo™ fabrics are becoming more common place in the fashion scene with couturier **Maggie Norris** creating a one of a kind design for her new eco-collection that will debut at the **Go Green Expo Gala** to benefit Riverkeeper on April 26th, and recently **Giambattista Valli** and **Bouddica** each designed evening wear made entirely from Ingeo™ fabric at the **Earth Pledge FutureFashion** show during **New York Fashion Week Fall/Winter 2008**.

The Ingeo™ Earth Month Creative Gallery will also host a featured round-table panel discussion from **4pm–5pm**, with several key leaders in making responsible innovation easily accessible and readily available to the mass market. Panelists include **Elettra Wiedemann** (Model and Environmentalist), **Savania Davies-Keller** (Co-Founder and Designer for DDCLAB), **Ted Ning** (Executive Director of LOHAS Conference), **Dave Burke** (President and COO of Primo Water Corporation), **Sue Hall** (Director of Climate Neutral Business Network), **Dan Boxer** (Chairman of Easy Gardner), **Steve Davies** (Global Marketing Director, NatureWorks LLC), and moderated by **Olivia Zaleski** (*The Daily Green* and *Huffington Post*).

Directly following, join our host, **Elettra Wiedemann** as we celebrate **Earth Day, 6pm–8pm**, presented by **Ingeo™ Earth Month, Primo Water, Noble Juice** and **Cuca Fresca Cachaj a**.

Manufacture of Ingeo™ bio-plastics uses 65 percent less fossil fuels and produces 80-90 percent less greenhouse gas emissions than conventional polymers. To learn more about the full eco-profile of this ingenious material, visit the NatureWorks LLC website at **www.natureworkslc.com**. The data shows this new biopolymer to possess one of the lowest carbon footprints of any commercially available plastic, making it, as well as fibers made from it, a perfect ingredient choice for many eco-products today.

For press who wish to attend; to schedule an interview, Steve Davies, NatureWorks LLC, or to request a media kit, kindly contact **STATE Public Relations**, at **646.714.2520**, email **Kristina Ratliff** at kristina@statepr.com or **Ryan Urcia** at ryan@statepr.com

The **Ingeo™** Earth Month Creative Gallery will display a global selection of the latest **Ingeo™** innovations, commercially available from the following brands and retailers:

AktiMED: Schlafmond duvet in Ingeo™ (Germany)
Beantreas Fine Organic Coffee: Hot cup with a coating in Ingeo™ (USA)
Belu: mineral water bottle in Ingeo™ (UK)
Ben's Land: baby layettes, crochet sweaters, T & polo shirts + fibrefill for pillows, wipes and diapers in Ingeo™ (China)
Cargo Cosmetics: Plant Love™ lipstick casing in Ingeo™. Award winning product for the best eco-friendly packaging in show at the Health Beauty Aids Global Expo. (Canada)
Carrefour: bread- bags in Ingeo™ films (Belgium)
Clean Plus®: wet wipes in Ingeo™ (France)
Coop Italia Serviceware: disposable cups and plates made from Ingeo™ (Italy)
DDCLAB: classic shirt and men's trousers in Ingeo™ fiber (USA)
Delhaize: environmental friendly packaging for salads, pastry, sandwiches (Belgium)
Deafly: Pillow Naturalmente, in Ingeo™ (Italy)
Dorelan: Mattress fiberfill and cover made from Ingeo™ (Italy)
Easy Gardener: WeedBlock® Natural made from Ingeo™ (USA)
Elisa Jimenez: Project Runway contestant, dress realized in 100% Ingeo™ (USA)
Ennerev: high quality mattress made in Ingeo™ (Italy)
Eosta: Ingeo™ packaging (The Netherlands)
Faribault Woolen Mills: blankets made of Ingeo™ pure or in blends. (USA)
Fox River: socks made from Ingeo™ fiber (USA)
Gattinoni: bio sposa dress completely made from Ingeo™ fiber (Italy)
Good Water Company: Good Water bottle, a bottle made entirely from Ingeo™ (New Zealand)
Green Mountain: coffee packaged in bags containing Ingeo™ film (USA)
Marithé + François Girbaud: Ready to wear (Italy)
Mastronardi: box container for tomatoes in Ingeo™ (USA)
M&S: packaging in Ingeo™ (UK)
Mercury: fiberfill quilts and pillows, filament mattress pad and filament blanket, all made from Ingeo™ fiber (China)
Ilip Bio: dishes in Ingeo™ (Italy)
Leclerc: Ingeo™ cookies trays (Canada)
Love'N: towels and nappies in Ingeo™ (Italy)
Method: sweeping cloths in Ingeo™ (USA)
MG Life: pillows and duvets made from Ingeo™ (Korea)
Molina: pillow with padding and covering in Ingeo™ (Italy)
Nadia Fassi: Italian fitness brand using Ingeo™ in their key women's line (Italy)
Natural Choice: diapers in Ingeo™ fiber (USA)
Naturally Iowa: Organic milk and dairy brand bottling their products in Ingeo™ (USA)
naturevsfuture: triple tier dress in ruby red made from 100% Ingeo™ fiber (USA)
Noble Juice bottles made of Ingeo™ to showcases their fresh fruit juices (USA)
Pacific Coast Feather: pillow and duvet in Ingeo™ fiber (USA)
Primeale: foods in Ingeo™ plastic packaging (France)
Primo: a bottle made entirely from Ingeo™ (USA)
Rianne de Witte: tops, coats and trousers made from Ingeo™ (The Netherlands)
S'Anna: water bottle in Ingeo™ (Italy)
Sole Footbeds, packaging for orthopedic foot beds in Ingeo™ (USA)
Taylor Farms: box in Ingeo™ (USA)
The Greenerly: sustainable foils made from Ingeo™ to package fruits and vegetables (The Netherlands)
WalMart: Ingeo™ packaging for fresh fruits and vegetables (USA)
Zucchi: duvet in Ingeo™(Italy)

NatureWorks LLC, its partners and **Ingeo™**: making contemporary products for everyone to make better, more balanced choices. Better for the planet, so better for business, consumers and ultimately better at providing the best options for disposal, recovery and preservation of our precious resources today and tomorrow.

Ingeo™ innovations are made uniquely from **NatureWorks®** biopolymer.

About NatureWorks LLC:

NatureWorks LLC is a company dedicated to meeting the world's needs today without compromising the earth's ability to meet the needs of tomorrow. NatureWorks LLC is the first company to offer a family of commercially available low-carbon footprint biopolymers derived from 100 percent annually renewable resources with performance and economics that compete with oil-based plastics and fibers. The production of these biopolymers uses less fossil fuel and emits fewer green-house gases than conventional polymers. The company applies its proprietary technology to process natural plant sugars to make **NatureWorks®** biopolymer, which is then used uniquely to make and market finished products under the **Ingeo™** brand name. NatureWorks LLC is a joint venture between Cargill in the US and Teijin Limited of Japan. For more information, visit www.natureworksllc.com

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