



18280 SW 108th Ave Tualatin, OR 97062
www.pacific-cornetta.com

CONTACT: Cassie Ulrich
503-218-5170
cassie.ulrich@pacific-cornetta.com

For Immediate Release

PACIFIC CORNETTA GOES "GREEN" WITH ITS NEW ECO-FRIENDLY TRADE SHOW BOOTH

This is part of PCI's ongoing effort to reduce its environmental impact through products and practices.

Tualatin, Ore. January (2009) – Pacific Cornetta is excited to announce that the company's new eco-friendly booth will display at the 2009 Outdoor Retailer Winter Market in January. Pacific Cornetta partnered with Boothster.com several months ago to create an environmentally friendly booth constructed from recycled, biodegradable and recyclable materials.

Materials included in the booth range from recycled paper and cardboard to bamboo, cotton and FSC-Certified plywood. "We wanted a booth that was better for the environment in several ways, and that is exactly what we found with our new eco-booth," said Alex Liu, president of Pacific Cornetta. "With this booth we stop waste from entering landfills and are able to recycle materials when they are no longer usable. Many of the materials are biodegradable, which is a trait not included in past booths."

These materials help reduce the company's environmental impact by keeping existing waste out of landfills, creating less 'new' waste, eliminating the use of non-biodegradable materials and reducing shipping carbon emissions. All of these aspects were a factor in the company's decision to build an original Boothster.com trade show booth. The booth was constructed completely from scratch with materials specifically chosen for the Pacific Cornetta booth.

This is just one step in the company's ongoing effort to be a more environmentally friendly company. With a new line of stainless steel water bottles and several projects in the works consumers can expect to see more changes from Pacific Cornetta in the future.

To see the new eco-booth visit Outdoor Retailer booth # 34059.

About Pacific Cornetta, Inc.

*For 20 years Pacific Cornetta has created quality beverageware products including insulated mugs, vacuum bottles, water bottles and accessories. Everyday we strive to live our motto to **Innovate, Improve** and **Inspire**, and believe our products and practices do just that. We are continually searching the world for the inspiration and ideas that define our signature Liquid Solution[®] and Pearl[®] beverageware collections. Each product is crafted from the highest quality materials and stringently tested to ensure superior performance and customer satisfaction. All of our products are durable, refillable, recyclable, and BPA-free. For more information, visit www.pacific-cornetta.com.*

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