
**For Immediate Release
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Email: nmichaud@cascade-assets.com**ACTIVISTS AND CASCADE ASSET MANAGEMENT JOIN FORCES TO CREATE CERTIFICATION PROGRAM FOR RESPONSIBLE ELECTRONICS RECYCLING*****E-Stewards commit to no more dumping in landfills or developing countries***

MADISON, WI —The Basel Action Network and the Electronics TakeBack Coalition joined with 32 electronics recyclers including Madison's Cascade Asset Management today to announce the development of the e-Stewards Initiative — a new certification program for North America's most responsible e-waste recyclers.

The e-Steward Initiative will become the first independently audited and accredited electronic waste recycler certification program forbidding the dumping of toxic e-waste in developing countries, local landfills and incinerators; the use of prison labor; and the unauthorized release of private data.

"Unfortunately today, most of those companies calling themselves electronics recyclers are scammers," said Sarah Westervelt, e-Stewards project coordinator at the Basel Action Network (BAN) in Seattle. "They simply load up containers of old computers and ship them off to China or Africa. By choosing an e-Steward recycler, consumers and large businesses are assured that their old computers and TVs will be safely managed, and not simply tossed into a local landfill, processed unsafely by prison laborers, or exported to developing countries."

The e-Stewards announcement follows Sunday's exposé on CBS' *60 Minutes*; the Canadian Broadcasting Corporation's recently aired *Electronic Dumping Ground*; and a recent episode of the French Canadian Program Panorama, *Electronic Waste: The Hidden Face of Recycling* (in French). These programs reveal that computers given to many recyclers in the United States and Canada are likely to be dumped in China or Africa, where e-waste is causing immeasurable environmental and health problems.

"Currently, the truly responsible recyclers in the US and Canada face unfair competition from the thousands of unethical, so-called 'waste recyclers' in North America that would more accurately be called 'waste shippers,'" said Neil Peters-Michaud, CEO of e-Steward Cascade Asset Management. "We strongly support a certified, audited program to separate the legitimate recyclers from the low-road operators."

In September, the U.S. Government Accountability Office (GAO) also released a report, *Electronic Waste: EPA Needs to Better Control Harmful U.S. Exports through Stronger Enforcement and More Comprehensive Regulation*, denouncing the lack of government controls and enforcement over e-waste exports.

The e-Stewards already include 32 companies in 92 locations that have been qualified by BAN. Today, BAN announced that by early 2010 the program will feature an ANSI-ASQ National Accreditation Board (ANAB) certification system with third-party auditing. The funding to create this robust certification program was provided by 14 recycling companies designated as e-Steward Founders.

"The e-Stewards project is a response to the failure of government and industry to act as responsible global citizens in the age of information technology," said Jim Puckett, BAN executive director. "It is also a wonderful example of how industry leaders and activists can move mountains when they work together — in this case, move mountains of e-waste to truly responsible recyclers only."

For more information about:

- Cascade Asset Management: www.cascade-assets.com
- the e-Stewards Initiative: www.e-Stewards.org
- global e-waste dumping: www.ban.org
- the Electronics TakeBack Coalition: www.computertakeback.com

About Cascade

Cascade Asset Management has provided full service IT asset retirement solutions since 1999. It operates 8 collection and processing locations across the United States in Delaware, Florida, Indiana, Wisconsin, Texas, Colorado, California and Washington. With ISO 14001 certified facilities and recognized as one of the *Top 50 Best Small & Medium Companies to Work for in America* by SHRM and the Great Place to Work Institute, Cascade serves Fortune 500 companies as well as regional businesses and institutions.

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