

***Advertising,
Media Coverage
and Promotional
Materials***

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This is a joint release issued by King County, Snohomish County, Pierce County, the City of Seattle, the City of Tacoma and the Environmental Protection Agency

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Local Governments and Good Guys kick-off nation's first retail television recycling program

King County, Snohomish County, Pierce County, the City of Seattle, the City of Tacoma and the Environmental Protection Agency are joining with Good Guys and six electronics manufacturers to collect and recycle televisions from July 8th through August 7th 2004. In the nation's first month-long TV recycling program to be offered by a large TV retailer, area residents can bring their old televisions to Good Guys stores in Bellevue, Tukwila, Lynnwood and Puyallup for recycling.

Northwest Washington residents will generate more than 1 million units of obsolete electronics in 2005, including 463,000 televisions. Televisions contain hazardous materials like lead, cadmium and mercury, which can contaminate air, land and water if not properly disposed. Recycling televisions also reclaims valuable resources like copper and lead for reuse reducing the need for further mining of raw materials.

"Recycling old electronics can help us conserve valuable resources and protect our environment," said King County Executive Ron Sims. "Disposing properly of the hazardous materials in electronics is crucial to protecting our air, land and water and reusing the valuable resources inside helps conserve resources."

"This program is a great example of the public and private sectors working together to provide improved services to citizens and customers," said Snohomish County Executive Aaron Reardon. "Information gained will help retailers and state and local governments plan for on-going sustainable recycling programs for electronic products."

"Pierce County has been working hard to clean up illegal dumpsites and improve the livability of our communities. All too often we are finding old televisions illegally dumped on private properties, along roads, and adjacent to fish habitat. We are pleased to participate in this regional partnership to put old televisions where they belong - in the recycling system," said Pierce County Executive John Ladenburg.

To help consumers properly dispose of old televisions, local Good Guys stores and participating manufacturers are offering a four-week pilot recycling program that subsidizes the cost of recycling by 50 percent. Beginning July 8th Good Guys stores will

accept televisions made by any manufacturer for a \$10 recycling fee, \$25 for consoles. Consumers who recycle their televisions will receive a 10 percent discount on the purchase of any television sold by participating manufacturers: JVC, Phillips, Pioneer, Samsung, Sharp and Sony. Recycling televisions through current local government and business programs costs up to \$50 per unit.

"The Good Guys are showing themselves as leaders in electronics recycling," said John Iani, Pacific Northwest Administrator for the Environmental Protection Agency. "This partnership is a fantastic step toward reducing toxics in our landfills and giving people another opportunity to choose to be environmental stewards. I know I have an old TV ready to exchange. I hope we see more of these programs in the future."

"This is a great deal for consumers," said Mary Doan, Vice President of Marketing and Advertising for Good Guys. "The recycling fee is very low, and the product discount could more than cover the cost of recycling their old TVs. Consumers can feel good that they are doing something to protect the environment and conserve natural resources."

People can recycle their electronics year-round through the Take It Back Network created by King and Snohomish Counties to help residents and businesses find environmentally sound recyclers. The network is a group of local organizations and businesses that provide reuse and recycling services for all types of electronic products including computers, peripherals, TVs and household electronics. For more information see <http://dnr.metrokc.gov/swd/takeitback/index.htm>

Local governments and environmental organizations have also brought electronics recycling to the state level as they seek long-term solutions. Earlier this year, the state legislature passed a bill requiring the Department of Ecology to conduct research and develop recommendations for implementing and financing a collection, recycling, and reuse program for electronic products. Reports are due to the legislature in Dec. 2004 and Dec. 2005.

"Ecology will be looking at the results from this pilot project as they craft their recommendations for a long term recycling program," said Representative Mike Cooper, sponsor of the legislation. "It is fortunate that we have the opportunity to test a program like this locally and to get relevant feedback from the public about what they like and don't like. It will make for a much better statewide electronics recycling program."

Consumer questions about the program can be directed to participating Good Guys stores:

- Michael Bizak, (425) 688-0029, 601 106th Avenue NE, Bellevue, WA 98004
- Dave Marriott, (425) 640-5514, 19800 44th Avenue W, Lynnwood, WA 98036
- Gary Siemers, (253) 770-7200, 120 - 31st Avenue SE, Puyallup, WA 98374
- Chuck Bennington, (206) 575-8000, 300 Andover Park West #500, Tukwila, WA 98188

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FOR IMMEDIATE RELEASE: July 20, 2004

Contact: Sego Jackson -- Electronics Program Manager 425-388-6490
Lisa Sepanski, King County 206-296-4489

Local Government efforts pay off with new electronics recycling programs offered by national retailers and manufacturers

Thanks in part to the efforts of several local government, national retailers and manufacturers have recently announced new recycling programs for electronic products. Staples, Good Guys, Office Depot and Dell all have unveiled new convenient recycling programs in the last four months. Recycling computers, televisions and other electronics keeps hazardous materials found within them, like lead, mercury and cadmium, from contaminating air, land and water through improper disposal. In Northwest Washington, more than 170,000 laptops, flat panel monitors, CRT computer modules, CPUs and television will become obsolete in 2005.

Local government representative have been working nationally to establish product stewardship approaches to the recycling of electronic products – where manufacturers and retailers design products to be more environmentally friendly and help consumers recycle them. Three years ago, a national negotiation called the National Electronics Product Stewardship Initiative (NEPSI) began between manufacturers, retailers, government and environmental groups to determine how to establish and finance a recycling system for electronic products across the nation. Snohomish County has held one of fifteen positions allotted to governments, with the task of providing a local government perspective to the negotiations. It has been coordinating that effort with King County Seattle, Tacoma and other cities and counties through the Northwest Product Stewardship Council, a group of local governments and agencies established in 2001 to educate businesses and government decision-makers about product stewardship.

“Our goal is for it to be as easy to recycle electronic products as it is to buy them,” states Sego Jackson, who represents Snohomish County in the NEPSI process. “With new programs announced this month by a number of retailers and manufacturers, that vision is beginning to look attainable,” though Jackson cautions that these are temporary, experimental programs. “Retailers and manufacturers are experimenting with how they can provide sustainable on-going recycling programs for their customers. They are trying different things, so not all the programs are the same. They are also being very competitive with each other in developing improved product take back and recycling services.”

For two weeks in April, Staples provided recycling of computer systems in Western Washington and Oregon for a donation of \$10 each. All money collected (\$25,000) was donated to local school districts. Staples financed the program and King and Snohomish counties advised on its design and promotion.

Staples also conducted a pilot project in five New England states where they collected computer hardware and business machines at no charge. Financial assistance was provided by Apple, Brother International Corporation, Dell, Epson American, HP, Intel, Lexmark, Panasonic, Sharp and Sony.

-- More --

Earlier this month, Good Guys and local governments announced a one month long television recycling program at Good Guys stores in Snohomish, King and Pierce Counties. The program continues through August 7th. They have partnered with six manufacturers, (JVC, Philips, Pioneer, Samsung, Sharp and Sony) to cover more than half the costs of recycling the returned televisions. The customer pays a small fee to cover the remaining costs and gets a discount coupon in return, which could be worth up to \$1,200.

On Sunday July 18th, Office Depot began a free recycling program for a wide range of computer and other technology products which will continue through September 6. The program is available at all of its stores in the continental U.S. with a limit of one item per customer per day. Hewlett Packard has partnered with Office Depot to help finance the program and provide the processing of the collected equipment at its recycling facilities.

The Northwest Product Stewardship Council provided input on both the Good Guys and Office Depot programs and will assess the programs with grant funding from the US EPA. The findings will be shared with other retailers and manufacturers interested in conducting similar product stewardship programs. These activities are in partnership with EPA's national Plug Into Recycling campaign to increase electronic product recycling.

The common theme to all of these programs is product stewardship practiced by the manufacturers and retailers. They are paying some or all the costs of providing recycling services for their products. According to Lisa Sepanski, electronics recycling program coordinator for King County, "This is a great service to customers and the environment and these companies should be applauded for their pioneering efforts and their environmental stewardship."

With new programs announced this month by retailers and manufacturers, the vision of shared responsibility is beginning to look attainable, though Jackson cautions that these are temporary, experimental programs. "Retailers and manufacturers are experimenting with how they can provide sustainable on-going recycling programs for their customers. They are trying different things, so not all the programs are the same. They are also being very competitive with each other in developing improved product take back and recycling services."

Other evidence of this new trend: for two weeks in April, Staples provided recycling of computer systems in Western Washington and Oregon for a donation of \$10 each. All money collected (\$25,000) was donated to local school districts. Staples financed the program.

Staples also conducted a pilot project in five New England states where they collected computer hardware and business machines at no charge. Financial assistance was provided by Apple, Brother International Corporation, Dell, Epson America, HP, Intel, Lexmark, Panasonic, Sharp and Sony.

Dell Inc. is offering free computer recycling for a limited time for customers buying new Dell desktop or notebook computers, the company said July 13. The service includes free home pickup and recycling, which the company will make available this month.

The common theme to all of these programs is product stewardship practiced by the manufacturers and retailers. They are paying some or all the costs of providing recycling services for their products. According to Lisa Sepanski, electronics recycling program coordinator for King County, "This is a great service to customers and the environment and these companies should be applauded for their pioneering efforts and their environmental stewardship."

Recycling Program Details

Dell

Dell Inc. is offering free computer recycling for a limited time for customers buying new Dell desktop or notebook computers. The service includes free home pickup and recycling, which the company will make available this month. Customers buying a new Dell computer will choose whether to take advantage of the recycling program. Dell will include prepaid shipping labels and instructions with the new computer. The purchaser simply places their old system in the new computer's box and attaches the shipping label. The company already offers customers no-purchase-necessary home pickup of old systems for \$15 per unit. For more information on the company's recycling programs, visit www.dell.com/recycling.

Good Guys

Good Guys is offering television recycling between now and August 7th at stores in Snohomish, King and Pierce Counties. Any brand is accepted. Cost is \$10 per television, \$25 for consoles. Limit is 2 per customer. Customers receive a 10% discount coupon worth up to \$1,200 for purchase of a new television from JVC, Phillips, Pioneer, Samsung, Sharp or Sony. Visit www.recyclemytv.com.

Office Depot

Office Depot and Hewlett Packard are offering recycling starting July 18th through September 6th for a wide range of technology equipment at all stores in the continental U.S. Any brand is accepted. Accepted equipment includes desktop computers, notebooks, keyboards, mouse, printers, scanners, handhelds, digital cameras, fax machines, desktop copiers, flat panel displays, monitors and cell phones. Offer is limited to one computer system (PC, monitor, mouse and keyboard) or one individual product, such as a PDA or cell phone, per customer, per day. For details, go to www.officedepot.com/recycle



TV recycling program viewed as cheap, simple

By Lukas Velush
Herald Writer

Folks in Snohomish County are apparently more than ready to recycle their old televisions.

The managers of Good Guys electronics store in Lynnwood were expecting to see about 500 old TVs lugged in through their doors during a month-long TV recycling test program that started last week.

Instead, they saw 500 TVs in one week, and the flow hasn't slowed since there was a line out the door on the first day the recycling program began, said Dave Marriott, Good Guys' store manager.

"I'm surprised at the turnout," Marriott said. "We've been getting about 90 TVs a day. I thought it would slow down, but it really hasn't."

The Lynnwood store has easily outpaced three other Puget Sound area Good Guys stores participating in the study, said Sego Jackson, a planner in Snohomish County's solid waste department.

At \$10 for regular TVs and \$25 for larger ones, Good Guys is charging considerably less than the county for recycling the sets. It's also handing out coupons for 10 percent off the purchase of new equipment.



"If you have convenient, easy-to-use services, then people will like it," Jackson said.

TVs need to be recycled because they are filled with such hazardous materials as lead, cadmium and mercury that don't belong in landfills, say environmental officials.

The study is the nation's first monthlong TV recycling program offered by a large TV retailer. It ends Aug. 7. TV recycling Old televisions can be dropped off until Aug. 7 at Good Guys electronics store in Lynnwood.

Recycling is \$10 or \$25 for big-screen televisions.

Good Guys is located at 19800 44th Ave. W. and can be reached at 425-640-5514.

Nationally, 112 million pounds of electronics waste was recycled in 1998, an amount dwarfed by the 4 billion pounds that ends up in landfills each year, said Bill Dunbar, a spokesman for the U.S. Environmental Protection Agency, a study sponsor.

Washington state residents will throw away more than a million pieces of electronics waste in 2005, much of which will go into landfills.

Mill Creek resident Gary Spiller said he appreciates having a convenient, cheap place to take his old TV.

"I didn't know where to take it," he said, adding that he's happy his old TV will be recycled. "It just makes me feel good about the environment, that they're not just shipping it to China and throwing it in the river."

What to do with your old TV

By **GARY CHITTIM**

Friday, July 23, 2004

Run time – 2 min 12 sec

LYNNWOOD, Wash. – Every day Americans take hundreds of old, used television sets to the landfill and that's a problem.

TV's are full of toxins that threaten the environment.

But there's still time to take advantage of a local program that guarantees your old set will be properly recycled. Workers at the Lynnwood Good Guys store are busier than usual. They've got hundreds of worthless television sets to move.

They say they got a little more than they bargained for when they signed up for a program.

"We were expecting a few TV's to trickle in every day. We didn't expect the amount of people coming in we've had so far," said Dave Marriott, Good Guys store manager.

They got hundreds more than they expected and people still have a week left to drop off their sets at the Good Guys. So where do they go from there?

They go to a giant warehouse in south Seattle where they are stacking up. Each one of these sets will be ripped apart and shredded down to their most basic elements in a process that looks something like an assembly line of Indy pit crews.

The sets are dismantled, the materials separated and sent up a conveyor belt to the powerful jaws of a recycling robot. Cameras inside the sealed machinery show how the toxic elements are crushed into fine bits, then tossed dropped into separate bins.

"The plastic is going to a plastics recycler, the glass is going to a glass recycler, which will then come back in another TV," said Yvonne Pascal, Total Reclaim.

And none of it ends up in a landfill. The Federal EPA likes the sound of that.

"Because a lot of folks don't realize there are heavy metals in all TV sets and eventually when they are taken to landfills those heavy metals will find their way into the groundwater," said John Iani, EPA regional administrator.

And with an estimated one million tons of home electronics dropped in landfills each year, the groundwater could use a break.

The EPA is sponsoring the program with Good Guys and King, Pierce and Snohomish counties. It costs between \$10 and \$25 to recycle an old TV set. The program ends July 31, but if you miss it, each of those agencies will still give you advice on how to recycle your set.



At a giant warehouse in south Seattle, the old TV's are taken apart and recycled.

Seattle Post-Intelligencer



SWIMMING

Megan Quann ready to prove Olympic doubters wrong

SPORTS D1

POLITICS

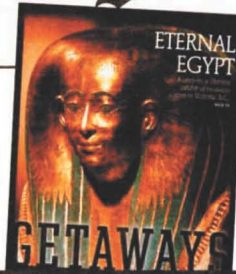
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LIFE AND ARTS C1

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THURSDAY, JULY 8, 2004



Seattle Post-Intelligencer

SEATTLE

AND THE NORTHWEST

THURSDAY, JULY 8, 2004 SECTION B **

AROUND THE SOUND

Flattering feet: In the age of cosmetic surgery, some women are turning their attention to their feet. But procedures for shortening or reshaping shouldn't be compared to a single pedicure.

Buckle up: A new study finds that people who go without seat belts are more likely to suffer neck injuries in cars with air bags than in vehicles without air bags.

SEE B3

RECYCLING

Pitch your TV: For the next four weeks, you can take your old television to Good Guys for recycling at about half the usual price. The program, sponsored by King, Pierce and Snohomish counties and the Environmental Protection Agency, is testing consumer receptiveness to commercial "e-cycling." Estimates are that Northwest residents will have more than a million obsolete electronic products in 2005, including 463,000 televisions. Recycling them prevents toxic compounds from contaminating the environment. Copper and other elements also can be reused. Recycling will cost \$10 for regular televisions and \$25 for console units. Sets can be taken to Good Guys stores in Bellevue, Southcenter, Lynnwood and Puyallup. The program ends Aug. 7.



P-I OPINION

Editorial: Seeking bankruptcy protection, as the Portland Archdiocese has done, raises the question of a secular government court holding some control over a religious organization's finances.

George Will: The crux of the political left's complaint about Americans is that they are insufficiently materialistic.

Ted Van Dyke: The scandal of the Washington state tax system is its special interest giveaways.

SEE B6

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The Seattle Times

MONDAY
 JULY 12, 2004

Metro Edition



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Here & Now

Information to help
 you survive and thrive

E-CYCLING PILOT

For the next four weeks, people can drop off old televisions at Good Guys stores for recycling, for about half the usual price.

The program, sponsored by King, Snohomish and Pierce counties, the cities of Seattle and Tacoma, and the federal Environmental Protection Agency, is testing consumer receptiveness to commercial electronics recycling.

In part because of the phase-in of high-definition TV, it's estimated that Northwest residents will have more than a million obsolete electronic products next year, including 463,000 televisions. Recycling them prevents toxic compounds from contaminating the environment.

Recycling will cost \$10 for regular televisions; \$25 for console sets. Items can be taken to Good Guys stores in Bellevue, Southcenter, Lynnwood and Puyallup, with a limit of two TVs per customer per visit. The program ends Aug. 7.

People also can recycle electronics year-round through the "Take It Back Network" created by King and Snohomish counties. The network is a group of local organizations and businesses that provide recycling services for all types of electronic products. Information is at dnr.metrokc.gov/swd/takeit-back/index.htm online.



TV treasures plucked from the trash heap

Golden-era TVs are cast aside for recycling, but some of them have a few good years left.

By Victor Balta

Remote controls? Flat screens? Plasma? TiVo?

Those weren't even glimmers in people's black-and-white-watching eyes when the earliest television sets landed in their living rooms in the late 1940s and 1950s.

Touting their "Phonorama" acoustics and "twice-as-bright" picture tubes, the first TVs really were the best

thing since sliced bread, which was popularized by Wonder Bread about a decade earlier.

Alas, about 50 years later these magical picture boxes that once put sparkles in many eyes only raise eyebrows when they're added to a heap of junk to be recycled.

During a monthlong promotion offering a \$10 discount on the cost of recycling a TV, four "Good Guys" electronics stores in the Puget Sound region pulled in 4,042 sets, far exceeding the goal of 2,000.

The Lynnwood store, the only one in Snohomish County that participated, attracted the most TVs with 1,912. Stores in Tukwila, Bellevue and Puyallup also participated in the campaign that ran from July 8 to Aug. 7.

The older ones that are in good enough condition are put aside and sometimes used by TV and movie production companies when they need period props.

Even past their useful years, they maintain their value.

The oldest of the lot was a 1955 Philco Model 4310. It is a "luxurious full door 21-inch console" with a "crotch mahogany pattern" and lockplate hardware in an antique English finish, according to an original sales brochure found on www.tvhistory.tv.

"I think that one would have cost at least \$400, which was a lot back then," Lincoln Torgerson of Miller TV in Everett said, referring to the 1955 Philco. "People saved their money forever to get them."

That set likely doesn't work.

"Looking at the cords, I didn't even want to plug it in," said Pete Keller, manager of Total Reclaim in Seattle, the



"TV treasures..." front page feature on Monday, August 16, 2004

company that ultimately collected all the TVs for recycling.

Still, many people can't help but get nostalgic about setting up their home's first TV.

"I remember the round screen, having to go up and slap the side of it so it wouldn't roll anymore," Keller said. "Our neighbors had color for, like, five years before we got ours. There would be 15, 20 kids over at their house just to watch TV."

Just about 50 years after they hit the mainstream, people are taken aback when they see the older TV sets, often mistaking them for "antiques." The term is generally reserved for items that are at least 100 years old.

"TV hasn't been around that long, so it's not like you can get an antique TV," Torgerson said. "It's not like some of the old radios you can get."

So, we'll call them vintage.

And what might the family sitting in front of this vintage Philco have seen the night in 1955 they hit the on switch for the first time?

On a Sunday, they might have watched "The Ed Sullivan Show," or "Lassie." Monday would have brought "George Burns and Gracie Allen," or a continuing favorite, "I Love Lucy."

There's still time

While the TV recycling campaign at The Good Guys electronics stores has ended, a similar effort at Office Depot continues.

The store will accept personal computers, monitors, flat-panel displays, printers, scanners, desktop copies, cellphones, TVs 27 inches and smaller (no consoles) and TV/VCR combos 27 inches and smaller for free recycling.

The Everett location is 10115 Evergreen Way; call 425-513-0515. In Lynnwood, the store is at 5710 196th St. SW; 425-771-2582. Call the stores for details.

signaling the beginnings of what one might call a "reality TV" craze.

Over the years, TV manufacturers have added remote controls, color, big-screens and now high-definition, but it's still all about receiving a signal and turning it into an image on the screen, Torgerson said.

"The operation of them hasn't changed," he said. "There's only one way to make them."

Reporter Victor Balta: 425-339-3455 or vbalta@heraldnet.com.

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Other prime-time favorites that year included "You Bet Your Life," "The Honeymooners," and "The Adventures of Ozzie & Harriet."

Lucille Ball won the Emmy that year for best actress, Phil Silvers was best actor, and "The \$64,000 Question" won in the category of Best Audience Participation Series,



First 4 local news for Seattle, Tacoma, and the Pacific Northwest

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Looking For A Place To Dump That Old TV?
July 7, 2004
By April Zepeda

KING COUNTY - A King County survey found that 17 percent of us have a TV we want to get rid of.

That's 118,000 televisions waiting to be thrown away.

But Snohomish and King counties have started banning TV's from dumps because they contain heavy metals and toxins. The places that will take them charge up to \$30.

So starting Thursday, the two counties are teaming up with Good Guys stores for a month long pilot program.

Simply drop off that old boob tube at any of their retail stores, pay \$10 and it's off your hands.

"If we don't address electronics today, five years from now we'll have piles of television sets illegally being dumped around the state and piling up much like we did tires a decade ago," said State Representative Mike Cooper of the 21st District.

Good Guys stores will only take your old TV's until Aug. 7. Their stores are in Lynnwood, Bellevue, Puyallup and Tukwila.

A Place To Take Old TVs

Video : KOMO 4 NEWS
Two local counties are teaming up with Good Guys to allow you to drop off an unwanted TV at their stores for just \$10.

Watch Video

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▲ Posted on Wednesday, July 7, 2004

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<http://www.komo4.com/stories/32083.htm>



Good Guys Television Recycling Program — Earned Media Values

Radio		Date	Description	Gross Impressions	Estimated Value
1	KOMO-AM	7/7/04	:42 news story which aired at 8:02am	60,700	\$735
2	KSER-AM	7/16/04	10:00 news story which aired during 5-9:00am News Hour	1,155	\$1,050
Television		Date	Description	Gross Impressions	Estimated Value
1	KOMO-TV	7/7/04	2:05 news story which ran during 5:00pm News Hour	195,000	\$5,635
2	NWCN-IND NORTHWEST	7/23/04	2:02 news story which ran during 8:00pm News Hour	7,500	\$2,100
3	NWCN-IND NORTHWEST	7/23/04	:44 news story which ran during 9:00pm News Hour	7,500	\$525
4	KING-TV	7/23/04	1:53 news story which ran during King News at 5:00pm	183,000	\$17,063
5	KING-TV	7/23/04	1:18 news story which ran during King News at 6:30pm	169,000	\$6,370
6	KING-TV	7/23/04	1:03 news story which ran during KING News at 11:00pm	161,000	\$16,100
7	KONG-TV	7/23/04	:39 news story which ran during 10:00pm News Hour	83,000	\$2,450
Magazine		Date	Description	Gross Impressions	Estimated Value
	Sustainable Industires Journal	8/1/04	1/2 page news story with b/w photo	5,500	\$2,800
Newspaper		Date	Description	Gross Impressions	Estimated Value
1	King County Journal	7/7/04	15 inch article in Local section	98,102	\$5,182
2	Seattle Times Eastside Edition	7/7/04	3.5 brief in Local section	522,067	\$3,611
3	Everett Herald	7/7/04	12 inch front page article with color photo	112,196	\$4,417
4	Seattle Post-Inteligencer	7/8/04	3.5 inch article with color picture on front page of Northwest section	331,982	\$9,295
5	Seattle Post-Inteligencer	7/12/04	3 inch article in Local section	331,982	\$3,095
6	Seattle Times	7/12/04	7 inch article in Local section	522,067	\$7,222
7	Tacoma News Tribune	7/13/04	4 inch article on front page of Business section	283,246	\$1,787
8	Everett Herald	7/16/04	60 inch article on front page	112,196	\$13,038
9	Everett Herald	7/18/04	30 inch article on front page of Local section	123,495	\$6,462
10	Seattle Times	7/19/04	18 inch article	522,067	\$18,572

Good Guys Television Recycling Program — Earned Media Values

Online		Date	Description	Gross Impressions	Estimated Value
1	King County Journal www.kingcountyjournal.com	7/7/04	Online article	3,861	\$108
2	Seattle Times Eastside Edition www.seattletimes.com	7/7/04	Online article	91,520	\$2,563
3	Everett Herald www.herladnet.com	7/7/04	Online article	5,800	\$162
4	KOMO4 News www.komo4.com	7/7/04	Online article	1,990	\$56
5	Seattle Post-Intelligencer www.seattlepi.com	7/8/04	Online article	83,200	\$2,330
6	Environment News Service www.ens-news.com	7/12/04	Online article	190	\$5
7	Seattle Post-Intelligencer www.seattlepi.com	7/12/04	Online article	83,200	\$2,330
8	WasteNews.com	7/12/04	Online article	590	\$17
9	Seattle Times www.seattletimes.com	7/12/04	Online article	91,520	\$2,563
10	Tacoma News Tribune www.tribnet.com	7/13/04	Online article	7,470	\$209
11	KING5 News www.king5.com	7/23/04	Online article	14,800	\$414
GRAND TOTAL				Gross Impressions	Estimated Value
				4,216,894	\$138,264

The environment wishes
THANK YOU

And so does Good Guys.

10% OFF*

TVs from our recycling program partners:

recyclemytv.com

**DON'T JUST HUG A
TREE. HUG A NEW TV
FROM GOOD GUYS.**

Thanks for participating in our EPA-backed Recycling Program. In return, please accept this coupon good for 10% off the purchase of a new TV. Just think of it as a little green in return for being, well, green.

©2004 Good Guys. Recycling offer applies to televisions only. The 10% off coupon must be presented at time of purchase, and may not be combined with any other Good Guys offer, including financing. The 10% coupon is valid from July 8, 2004 - August 21, 2004. Consumers are limited to recycling two (2) televisions per household during the program period.

goodguys.com

RECYCLE YOUR TV and receive 10% off a new one!

10% discount only available to those who recycle a TV (any brand). Discount valid on new JVC, Pioneer, Samsung, Philips, Sony and Sharp. One discount offer per TV recycled. Limit two TVs per person. Other restrictions may apply. www.recyclemytv.com

July 8 - August 7, 2004
Good Guys (South Hill)
120 31st Ave SE in Puyallup

Recycling fees
\$10 per TV 26" and smaller
\$25 per TV 27" and larger

Why recycle your TV?

- TVs contain hazardous materials, such as lead, mercury and cadmium, and they need to be handled properly to protect the environment and human health.
- Recycling the metals, plastics and glass in TVs:
 - conserves our natural resources
 - saves energy
 - reduces or eliminates the pollution created when these components are made from scratch
- Recycling creates jobs in our communities. On a per-ton basis, for every job created at a landfill, recycling sustains 10 more jobs just through sorting materials.

(Source: Institute for Local Self-Reliance, 1999)

What will happen to your TV after it's turned in?

Philip Services Corporation will collect the electronics from Good Guys. Total Reclaim, Inc. will disassemble and ship the TVs for domestic processing. The recyclers will manage the hazardous materials locally according to federal, state and local environmental regulations.

Everyone who plays a role in the life of a TV should take some responsibility for recycling it.

Pierce County and the City of Tacoma endorse product stewardship, a concept that encourages the environmentally friendly design of products and the proper disposal or recycling at the end of their useful life, thus reducing the flow of garbage to landfills.

Pierce County, the City of Tacoma and other local governments are working with the Environmental Protection Agency, electronics manufacturers and retail stores to offer consumers easy ways to safely recycle electronics.

TV recycling event (July 8-Aug. 7, 2004)

Good Guys (South Hill)
120 31st Ave SE
Puyallup, WA 98374
(253) 770-7200
www.recyclemytv.com

Electronics recycling (year-round)

Drop-off and pick-up service available. Recycling fees apply. Call for details.

PC Salvage
3627 S. 54th St.
Tacoma, WA 98409
(253) 460-8322

www.allaboutpcsalvage.com

Philip Services
1701 E. Alexander Ave.
Tacoma, WA 98421
(253) 627-7568
www.philipnow.com

Help do your part when purchasing new electronics and other products

- Look for products with recycled content, and products that can be recycled at the end of their life.
- Ask if the manufacturer has a "take-back" program.
- Choose products that are expected to have a longer life.
- Choose products with less packaging.



Pierce County
Nancy Morrison
(253) 798-4655
nmorrison@co.pierce.wa.us
www.piercecountywa.org/recycle



Tacoma
Bill Smith
(253) 593-7719
bsmith@cityoftacoma.org
www.cityoftacoma.org/electronic recycling

Recycle.

It's good for your living room.



**Bring your old TV into Good Guys.
The environment will thank you,
and so will we.**



Bring any size TV in
to Good Guys



Contribute \$10 (\$25 for console
or big screen TVs) towards
Good Guys' EPA-backed
TV Recycling program



As a thank you, get a coupon
worth 10% off a new TV from
sponsoring brands



THIS PROGRAM
BACKED BY THE
EPA
AND SPONSORED
BY THE FOLLOWING:



Snohomish County



KING COUNTY



Pierce County

SONY

JVC

Pioneer

PHILIPS

SAMSUNG

SHARP

Recycling isn't just good for the environment. It's good for you, too. Just bring your old TV to any participating Good Guys through August 7th and we'll make sure it's disposed of in an environmentally friendly way. Plus, we'll also give you a coupon worth 10% off a new TV from any of our program sponsors. It's just another way Good Guys is here to help.

Together, Good Guys and its sponsoring TV manufacturers have made it possible to defray costs and keep recycling fees to a minimum. Please contribute \$10 for standard TVs and \$25 for console or big screen TVs.

REMEMBER, RECYCLING IS EASY WHEN WE ALL SHARE THE RESPONSIBILITY.

Recycle your old TV at any of these Seattle-area Good Guys.

LYNNWOOD

19800 44th Avenue W.
425.640.5514

BELLEVUE

601 106th Avenue N.E.
425.688.0029

SOUTH HILL

120 31st Avenue S.E.
253.770.7200

SOUTH CENTER

300 Andover Park W., #500
206.575.8000



good guys
goodguys.com

©2004 Good Guys. Limit two TVs per household. Recycling offer applies to televisions only. Good Guys will accept televisions for recycling from July 8 - August 7, 2004. A \$10 fee will be assessed from consumers on all televisions (except console or big screen televisions for which consumers will pay a \$25 recycling fee) to help cover a portion of the recycling program costs. The 10% off recycling coupon applies to participating manufacturer sponsors' televisions only, including televisions by JVC, Philips, Pioneer, Sharp, Samsung and Sony. The 10% off coupon must be presented at time of purchase, and may not be combined with any other Good Guys offer, including financing. The 10% coupon is valid from July 8, 2004 - August 21, 2004. Consumers are limited to recycling two (2) televisions per household during the program period.

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Recycle.

It's good for your living room.



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The environment will thank you,
and so will we.**



Bring any size TV in
to Good Guys



Contribute \$10 (\$25 for console
or big screen TVs) towards
Good Guys' EPA-backed
TV Recycling program



As a thank you, get a coupon
worth 10% off a new TV from
sponsoring brands



THIS PROGRAM BACKED BY THE **EPA** AND SPONSORED BY THE FOLLOWING:



SONY JVC

Pioneer

PHILIPS

SAMSUNG

SHARP



REMEMBER, RECYCLING IS EASY WHEN WE ALL SHARE THE RESPONSIBILITY.

©2004 Good Guys. Limit two TVs per household. Recycling offer applies to televisions only. Good Guys will accept televisions for recycling from July 8 - August 7, 2004. A \$10 fee will be assessed from consumers on all televisions (except console or big screen televisions for which consumers will pay a \$25 recycling fee) to help cover a portion of the recycling program costs. The 10% off recycling coupon applies to participating manufacturer sponsors' televisions only, including televisions by JVC, Philips, Pioneer, Sharp, Samsung and Sony. The 10% off coupon must be presented at time of purchase, and may not be combined with any other Good Guys offer, including financing. The 10% coupon is valid from July 8, 2004 - August 21, 2004. Consumers are limited to recycling two (2) televisions per household during the program period.

Four Good Guys stores will accept televisions from residents for recycling during regular store hours from July 8 – August 7, 2004.

Participating Good Guys locations:

Bellevue - 601 106th Avenue NE
Lynnwood - 19800 44th Avenue W
Puyallup - 120 31st Avenue SE
Tukwila - 300 Andover Park W #500

Fees are \$10 for standard TVs, \$25 for console TVs.

All brands of televisions are accepted, limit two televisions per resident per visit.

Customers recycling televisions will receive a 10% discount coupon for purchase of a new television manufactured by JVC, Philips, Pioneer, Samsung, Sony and Sharp. These manufacturers have partnered with Good Guys to help offset the cost of recycling and thereby lower the fee charged to customers. Purchases must be made at the participating Good Guys store by August 21, 2004.

**For more information go to
www.recyclemytv.com**



Department of
Natural Resources and Parks
Solid Waste Division

206-296-4466; toll free 1-800-325-6165, ext 6-4466;
711 TTY Relay 8:30–4:30 Monday through Friday,
or visit our website at <http://dnr.metrokc.gov/swd>.

Four Good Guys stores will accept televisions from residents for recycling during regular store hours from July 8 – August 7, 2004.

Participating Good Guys locations:

Bellevue - 601 106th Avenue NE
Lynnwood - 19800 44th Avenue W
Puyallup - 120 31st Avenue SE
Tukwila - 300 Andover Park W #500

Fees are \$10 for standard TVs, \$25 for console TVs.

All brands of televisions are accepted, limit two televisions per resident per visit.

Customers recycling televisions will receive a 10% discount coupon for purchase of a new television manufactured by JVC, Philips, Pioneer, Samsung, Sony and Sharp. These manufacturers have partnered with Good Guys to help offset the cost of recycling and thereby lower the fee charged to customers. Purchases must be made at the participating Good Guys store by August 21, 2004.

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10% off a
new one!

10% discount only available to those who recycle a TV (any brand). Discount valid on new JVC, Philips, Pioneer, Samsung, Sharp and Sony. One discount offer per TV recycled. Limit two TVs per person. Other restrictions may apply. www.recyclemytv.com

July 8 - August 7, 2004

Good Guys - Lynnwood
19800 44th Avenue W.
Lynnwood, WA 98036

Recycling fees

\$10 per Regular TV
\$25 per Console or Big Screen TV

Why recycle your TV?

- TVs cannot be disposed of as garbage in Snohomish County.
- TVs contain hazardous materials, such as lead, mercury and cadmium, and they need to be handled properly to protect the environment and human health.
- Recycling the metals, plastics and glass in TVs:
 - conserves our natural resources
 - saves energy
 - reduces or eliminates the pollution created when these components are made from scratch
- Recycling creates jobs in our communities. On a per-ton basis, for every job created at a landfill, recycling sustains 10 more jobs just through sorting materials.

(Source: Institute for Local Self-Reliance, 1999)

What will happen to your TV after it's turned in?

Philip Services Corporation will collect the electronics from Good Guys. Total Reclaim, Inc. will disassemble and ship the TV parts for domestic processing. The recyclers will manage the hazardous materials locally according to federal, state and local environmental regulations.

Everyone who plays a role in the life of a TV should take some responsibility for recycling it.

Snohomish County and an increasing number of retailers and manufacturers support product stewardship, a concept that encourages the environmentally friendly design of products and the proper recycling at the end of their useful life by manufacturers and retailers.

Snohomish County and other local governments are working with the Environmental Protection Agency, electronics manufacturers and retail stores to offer consumers easy ways to safely recycle electronics.

Good Guys, JVC, Philips, Pioneer, Samsung, Sharp and Sony have partnered to provide this service at a greatly reduced price during this experimental program. Their goal is to determine what service can be offered on an ongoing basis.

TV recycling event

(July 8-Aug. 7, 2004)

Good Guys - Lynnwood
19800 44th Avenue W.
Lynnwood, WA 98036
425-640-5514
www.recyclemytv.com

Electronics recycling (year-round)

Drop-off and pick-up service available. Recycling fees apply. Call for details.

Take It Back Network
425-388-3425

www.co.snohomish.wa.us/takeitback/

Help do your part when purchasing new electronics and other products

- Look for products with recycled content, and products that can be recycled at the end of their life.
- Ask if the manufacturer has a "take-back" program.
- Choose products that are expected to have a longer life.
- Choose products with less packaging.



Snohomish County
Public Works
Solid Waste Management
2930 Wetmore Avenue Suite 101
Everett, WA 98201-4044