



For Immediate Release:

**Neither paper nor plastic
Wegmans offers customers reusable bag alternative**

Buffalo, N.Y., March 2007 – In mid-March supermarket chain Wegmans will launch a reusable bag program in all of their stores across the Northeastern United States.

The company has partnered with BYOB – Bring Your Own Bag™ to create an environmentally-friendly reusable bag.

Customized in a trendy and stylish black with white logo, the bags will help the company reduce plastic bag supply costs and increase efficiency.

BYOB is a multi-use, recyclable shopping bag that is designed with input from customers, industrial engineers and designers, making it easy to carry, load and pack. The bags sit flat and can hold the same amount as three to four traditional grocery bags.

BYOB helps eliminate plastic bags by offering a fun, fresh and consumer-friendly branded bag that customers will be proud to carry and use, says Matt Wittek, BYOB Sales and Marketing Director.

Millions of retailers around the world – in Ireland, Australia and South Africa – have already adopted similar programs and put bans and taxes in place to reduce the use of plastic bags.

It is proven that once discarded plastic bags take years to break down into the environment and are harmful to nature and wildlife.

The Wegmans bags will be on display at checkouts mid-March, retailing for only 99-cents with a Shoppers Club Card.

Communities and retailers looking to implement a similar program to help reduce plastic bag waste should take a peek at Bring Your Own Bag's™ website www.bringyourbag.com or send an e-mail to info@bringyourbag.com.

-30-

For more information contact:

Jessica Iaboni
Sales & Marketing Coordinator
InStore Products Ltd.
905-625-6488 ext. 242