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Replace Paper Towels with PeopleTowels™

To Fight Deforestation, Environmental Pollution, Global Warming

Opportunity Green Business Conference Attendees Go Green
By Using Reusable Personal Hand Towels Instead of Paper Towels

Los Angeles (November 6, 2009) – PeopleTowels™ (www.peopletowels.com), the American pioneer in personal reusable hand towels, announced today that it will launch its business and premier product line at Opportunity Green Business Conference at UCLA on Saturday, where the company will provide each of the 500+ attendees a free PeopleTowel.

PeopleTowels empower ordinary people and companies to contribute to a sustainable environment by switching from paper towels, which are used just once and then discarded, to reusable PeopleTowels in public restrooms. PeopleTowels are pocket-sized reusable personal hand towels made with a custom-weight fabric, which is 100% Organic Fair Trade Cotton printed with eco-chic designs using environmentally friendly dyes.

Small Lifestyle Change with Big Environmental Impact

PeopleTowels estimates that if one person uses PeopleTowels instead of paper towels in public restrooms for one year, they will save a ¼ tree, reduce landfill waste by 23 pounds, and conserve 250 gallons of water. PeopleTowels are designed for easy access and easy use. These lightweight, fast-drying personal items are portable, with hang tags that make it easy to clip on a purse or a backpack.

“At PeopleTowels, we believe that every person can have a positive impact on the environment by making small lifestyle changes that add up to a significant environmental impact, such as reusable water bottles or cloth shopping bags,” said Linda Lannon, co-founder of PeopleTowels. “With reusable PeopleTowels, we are providing the American public with another very easy-to-use product that will help people conserve even more.”

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Business Conference Going Greener

Karen Solomon, co-founder and CEO of the Opportunity Green Business Conference, commented: “By using PeopleTowels instead of paper towels, our attendees will know first-hand how this small and simple lifestyle change is a natural addition to their green lifestyle and corporate sustainability programs.”

PeopleTowels are now available for pre-order online at www.peopletowels.com. Customers who pre-order products prior to December 8th will receive a free special carrying pouch (while supplies last). One percent of PeopleTowels' sales profits go toward environmental-focused non-profits through 1% for The Planet.

PeopleTowels have a wide range of inspired designs to appeal to different individual tastes. Organizations, non-profits and businesses can use PeopleTowels as an affordable addition to a sustainability program or green corporate gifting. Volume pricing is available upon request.

Perfect Time; Proven Business Category

U.S. consumers and businesses have shown a real desire to “go green” and make their own positive impact by living a more sustainable lifestyle. While personal hand towels are new to the US, these accessories have been used extensively in Japan for decades.

About PeopleTowels

California-based PeopleTowels, LLC, is the pioneer of the personal hand towel category in America. PeopleTowels™ are designed to empower ordinary people and companies to contribute to a sustainable environment by switching from paper towels to reusable PeopleTowels. Products have eco-chic designs and are small, machine washable, 100% Organic Fair Trade Cotton, and produced using only eco-friendly dyes. Using PeopleTowels avoids deforestation; reduces water waste, pollution and landfill; and slows environmental destruction that leads to global warming. More information can be found online at www.peopletowels.com.

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