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Arandell Joins SmartWay Transport Partnership

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Menomonee Falls, WI – (August 5) – Arandell Corporation, the world's premier catalog printer, announced today that it has become a partner in the U.S. Environmental Protection Agency's (EPA) SmartWaySM program, a voluntary alliance between the EPA and the freight industry to improve the efficiency of freight transport for the benefit of the environment. The partnership further emphasizes Arandell's commitment to mitigating its environmental footprint.

Through its market-based approach, the partnership offers participants the opportunity to improve energy efficiency, save money, reduce greenhouse gas emissions and improve air quality. SmartWaySM partners use freight carriers who are improving their own fuel efficiency, while also improving the efficiency of the shipping and receiving operations. By joining SmartWaySM, Arandell commits to the following:

- „X Increase the percentage of freight shipped by SmartWay Transport Partnership carriers;
- „X Measure the greenhouse gas emissions of its operations using the FLEET Performance Model;
- „X Identify goals to reduce the greenhouse gas emissions from freight facility operations;
- „X Develop a plan, detailing how each of these goals will be achieved;
- „X Report progress toward achieving each of these goals to the EPA annually.

As a progressive company, Arandell is committed to understanding and reducing the environmental impact of its shipping operations. The EPA gives them the tools to estimate emissions that result from shipping practices. Understanding its environmental footprint allows Arandell to continue to improve the efficiency of its facility dock and shipping operations.

“Becoming a SmartWay partner further confirms our dedication to environmental sustainability,” stated Don Treis, CEO of Arandell Corporation. “We are constantly striving to find new ways of performing everyday tasks to improve the environmental impact of our business.”

About SmartWay

The EPA launched SmartWaySM (www.epa.gov/smartway) in 2004 to promote environmentally cleaner and more fuel efficient transportation options. SmartWaySM is a collaboration between government and the freight industry to reduce air pollution and greenhouse gas emissions, improve fuel efficiency and strengthen the freight sector. The goals are to reduce fuel consumption from trucks and rail delivering freight, operating costs associated with freight delivery, emissions of CO₂ and emissions of NO_x, PM and air toxics.

About Arandell Corporation

Arandell Corporation is a privately-held printer that produces and distributes high-quality catalogs and custom publications for the world's leading marketers from its state-of-the-art facility in Menomonee Falls, WI. The company's environmental commitment is also reflected in its September 2007 acceptance into the Wisconsin Department of Natural Resources' Green Tier program. Green Tier provides regulatory and publicity incentives to organizations that voluntarily achieve superior environmental performance. To learn more about the art and science of Arandell and environmental partnerships such as SmartWaySM and Green Tier, visit

www.arandell.com

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