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Waste Management and Whole Foods Market Launch New Program in San Diego to Help Customers Recycle on the Go

New Reverse Vending Machines Take Recycling Beyond Curbside Collection

(SAN DIEGO) September 16, 2009 – Today GreenOps, a subsidiary of [Waste Management](#), introduced their revolutionary Recapture & Reuse system at the [Whole Foods Market](#) stores in San Diego. The system uses GreenOps Tracking Stations, reverse vending machines that customers can use to deposit plastic, aluminum and glass containers whenever they visit a Whole Foods Market. GreenOps Tracking Stations are now available at the [Hillcrest](#) and [La Jolla](#) Whole Foods Market locations, as well as other regions throughout California and Arizona.

“This is an exciting new program that will really benefit the residents of Hillcrest and La Jolla, as well as the surrounding communities by making recycling even more accessible,” said Carl Scherbaum, district manager of Waste Management San Diego. “GreenOps will reward Whole Foods Market shoppers while helping them protect our environment by diverting items that can be recycled from our landfills.”

The innovative GreenOps Tracking Stations provide unique incentives for consumers participating in the recycling program. After each GreenOps recycling transaction, users will receive a receipt for the amount of items they return. The receipt can be used as a rebate, a discount coupon or free product certificate, and the points can also be redeemed for rewards on [Greenopolis.com](#), a Web site powered by Waste Management that focuses on providing tips and information about recycling, reuse and material conservation. Additionally, manufacturers and retailers can choose to donate these rebates from the recapture of their products to local charitable organizations. For example, Nestle Waters North America donates \$0.05 to Keep America Beautiful for every bottle of its re-source brand bottled water made of 25 percent recycled content that is captured in a GreenOps Tracking Station.

GreenOps has also developed a recycling symbol for consumer packaging that demonstrates a manufacturer’s involvement in the GreenOps system and commitment to tracking and recovering products. The GreenOps Tracking Stations were successfully tested in several California Whole Foods Market stores in early 2009, and there are now a total of 48 Tracking Stations in operation at 24 stores. GreenOps Tracking Stations will be placed in additional Whole Foods Market locations throughout the remainder of this year.

“Since we opened our first store in 1980, Whole Foods Market promised to make green choices and we know that companies can have a large impact on the environment. Given Waste Management’s and Whole Foods Market’s commitments to the planet, this partnership is a natural fit,” said Dave Sanders, store team leader of Whole Foods Market La Jolla. “We’re proud to bring the GreenOps Tracking Stations to our La Jolla Whole Foods Market store.”



As of August 8, nearly 160,000 containers have been scanned and captured by GreenOps Tracking Stations. For more information about GreenOps, visit <http://greenopolis.com/greenops/about>.

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About Waste Management: As North America's largest provider of waste and environmental services, Waste Management is on a quest for environmental performance, to maximize resource value and minimize environmental impact. Waste is a valuable resource. WM takes innovative steps to maximize and recover the resource that is in waste. To learn more visit www.wm.com and www.thinkgreen.com.

About Whole Foods Market: Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com), a leader in the natural and organic foods industry and America's first national certified organic grocer, was named "America's Healthiest Grocery Store" in 2008 by *Health* magazine. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its 53,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 11 consecutive years. In fiscal year 2008, the company had sales of \$8 billion and currently has more than 275 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Fresh & Wild™, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc.