



**Asset LifeCycle receives ISO 14001:2004 Certification, illustrating their current and future commitment to minimizing environmental impact.**

TOPEKA, KS | February 5, 2010 – Underscoring its reputation as an environmentally conscious company, Asset LifeCycle, today announced that it has received ISO 14001:2004 Certification.

ALC'S environmental system was audited and certified by a leading independent registrar that is fully accredited by the American National Accreditation Body (ANAB).

ALC is leading the way for responsible recycling as one of the first electronics recycling companies in Kansas to achieve the ISO 14001:2004 accreditation.

The ISO 14001:2004 Standard is an internationally accepted specification for environmental management systems created by the International Organization for Standardization to help organizations minimize how their operations affect the environment and comply with related laws, regulations and requirements.

As part of the efforts to achieve this well-recognized certification, Asset LifeCycle has established its own Environmental Management System (EMS) to ensure that the Company's activities, products and services have minimal impact on or risk to the environment. ALC's EMS helps monitor and improve upon a number of areas that touch on the environment, such as energy efficiency, resource conservation, waste management, chemical control, scrap recycling and disaster recovery.

This certification puts ALC at the forefront of e-waste compliance and ensures efficient and regulated electronics recycling/processing to benefit Kansas, the local community, clients located throughout the nation, and the environment.

"ALC is a company devoted to the environment and sustainability" says Beverly Drew, President and CEO. "Since environmental responsibility is at our core and adhering to many high-performance standards, such as the ISO standards, keep us on track. We are continuously monitoring and improving our environmental assurance and performance in all business activities to have the least impact on our environment and burden for future generations."

"We are confident ALC's environmental programs and processes will continue to differentiate us as a sustainability leader in a marketplace that is becoming greener and more demanding each and every day" says Bill Fowle, CMO/CTO. "This certification is more than an acknowledgement of efforts made in the name of concern for the environment. Achieving this rigorous international standard tells our clients, strategic partners, prospects, and downstream vendors that we are committed to protecting the environment and encourage them to do the same."

About the International Organization for Standardization

The International Organization for Standardization is recognized as the leading developer of voluntary, consensus-based international standards for business, government and society. There are more than 16,500 current ISO standards.

About Asset LifeCycle

Asset LifeCycle (ALC) is one of a very few permitted E-Waste Reclamation & Recycling Facilities in the State of Kansas. ALC is also the largest of its kind in Kansas. ALC provides complete Asset Disposition, Remarketing (new and used items), and Recycling solutions for a variety of corporate assets with expertise in IT & telecommunications. ALC's mission is to be the leader in developing and utilizing materials recovery and recycling technologies, ensuring healthy, environmentally safe and responsible methodologies for reducing surplus assets entering the landfills or waste stream.

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