

A “GO-GO” RECYCLING INITIATIVE FOR AN ECO-FRIENDLY FUTURE

GoGo SqueeZ shows its commitment to sustainability through a comprehensive solution for fruit snack pouch packaging waste

April 3rd, 2013—GoGo squeeZ – the first squeezable, re-sealable, 100 % fruits product in a pouch – is set to revolutionize how consumer dispose of their packaging. The brand is proud to announce a new partnership with TerraCycle, an international upcycling and recycling company that takes difficult to recycle consumer packaging and repurposes it into affordable, high quality eco-friendly goods.

The partnership creates the GoGo squeeZ Brigade, a free recycling program that enables families, individuals or any organization across the nation to participate and ship in their used pouches, free of charge. For each GoGo squeeZ pouch that TerraCycle receives, the Brigade member earns two points, redeemable for a variety of charitable gifts or a donation of 2 cents to put toward their school, religious organization, community group or any charity of their choice.

Not only does this initiative help divert waste ending up in landfills, but participants get a chance to raise much needed funds for communities across Canada and can educate and empower kids to get more involved in recycling and resource conservation. To participate, consumers can sign up for free and can download a prepaid UPS shipping label from their TerraCycle account and mail in their used pouches at no cost. Learn more or get involved today at www.terracycle.ca.

“We are delighted to collaborate with Terracycle,” says Pierre-Marc Laforest, Vice President Canadian Sales for MOM-Materne Mont-Blanc. “We want to offer our consumers the opportunity to dispose of the GoGo Squeeze pouches in a environmentally friendly way. It is an innovative solution that allows us to reduce waste and reuse the materials while equally demonstrates a creative way to recycle for today’s youth and support their communities.”

“TerraCycle is thrilled about partnering with Materne and launching the GoGo squeeze Brigade. It’s wonderful to work with brands who take a vested interest in driving sustainability practices and share our goal to eliminate the idea of waste.” says Nina Purewal, general manager of TerraCycle Canada.

Since 2007, TerraCycle has already kept more than two billion pieces of food and beverage packaging and other waste from going to the landfill, and with its partners, dispersed more than \$5 million to charities and schools through its various Brigade® programs. This newest Brigade program joins over 20 others currently available in Canada. TerraCycle is currently creating solutions for other difficult to recycle, but widely discarded, waste streams globally such as diapers, beauty care products and cigarette waste. For more information on how to sign up and send in waste, visit www.terracycle.ca

About Materne

Established is what is known as the apple country in Picardy, France, Materne is the world leader in fruit transformation. Innovation is at the heart of the company with Gogo squeeZ being its latest fruit snack category, which completely revolutionized the traditional applesauce market. Its squeezable pouch filled with 100% applesauces delights young and old in more that 30 countries and is the top-selling product in its category in Canada, the United States and France. The GoGo squeeZ collection comes in Canada in 6 flavours, all 100% fruit and 100% playful.

About TerraCycle

TerraCycle, Inc. is an international upcycling company that takes difficult-to-recycle packaging and turns it into affordable, innovative products. Founded in 2001, TerraCycle is the world leader in the collection and reuse of non-recyclable post-consumer waste. It repurposes the waste into new materials and products that are available for purchase online. The waste is collected through TerraCycle's Brigade® programs, which pay individuals and groups for every piece of waste they collect and return. To learn more, visit

www.terracycle.ca

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