

PRESS RELEASE

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Sustainable Cards Listed by SUBSPORT Project as Safer Alternative to PVC Hotel Key Cards and Plastic Gift Cards Containing Hazardous Chemicals

For immediate release

Hede, Sweden (July 16, 2012) — Sustainable Cards, the world's leading manufacturer of wooden hotel key cards, gift cards and retail point-of-sale signage, announced today that the SUBSPORT Project has listed its cards as a safer alternative to card products made from PVC and other hazardous plastic chemicals.

The SUBSPORT (Substitution Support Portal), publicly launched in May 2012, is a multilingual web portal, European-based tool and state-of-the-art resource on safe alternatives to harmful chemicals and products. It features a case story database on practical examples of companies, consumer or environmental organizations and scientific institutions that have done successful substitution work. SUBSPORT, <http://www.subsport.eu/>, also aims to create a network of experts and stakeholders who are active in substitution.

"We are pleased that SUBSPORT has included Sustainable Cards as a case study and recommended our wooden cards as a safer alternative to traditional PVC cards," says Peo Akesson, founder and CEO of the Swedish-based, eco-friendly card company. "This is another step towards building awareness about the environmental impact of using PVC products in the workplace," Akesson adds. To read the SUBSPORT case story on Sustainable Cards, visit <http://www.subsport.eu/case-stories/178-en>

According to Akesson, the wood cards produced by Sustainable Cards are manufactured by assembling unaltered plant material, FSC-certified birch veneer, laminated on each side with a FSC-certified, long fibrous, non-woven paper using a water-based glue to bond the individual layers. A magnetic stripe or barcode is then applied to one side of the laminated material; a customer design or business brand is applied to the other side.

The wood card products and the manufacturing process have been analyzed and tested by two independent environmental research firms; Natural Capitalism Solutions and The Jegrelius Institute. Their findings, including an ISO-norm Life Cycle Analysis, verify that wooden cards are more sustainable than other products in the marketplace, including any form of PVC, Polystyrene and bioplastic. Research also shows that switching from PVC cards to Sustainable Cards can reduce carbon emissions by as much as 50 percent, Akesson says.

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About Sustainable Cards Established in 2006, Sustainable Cards is the world's leading wooden card manufacturer, specializing in the most earth-friendly hotel key cards, gift cards and point-of-sale signage. Sustainable Cards is committed to reducing toxic plastic waste in the world and supporting efforts to preserve and protect a greener planet. Sustainable Cards is a member of 1% for the Planet, pledging one percent of all sales to the preservation and restoration of the natural environment. For more information, visit

<http://www.sustainablecards.com>