

PRESS RELEASE

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Sustainable Cards Selected by Industry Experts to Present Innovative Wooden Gift Cards as “Next Big Thing” at International Prepaid Expo

For Immediate Release

LAS VEGAS---On March 13, 2012, Sustainable Cards, the world’s leading manufacturer of wooden gift cards, hotel key cards, loyalty cards and retail point-of-sale signage, will present its innovative, eco-friendly wooden cards to the International Prepaid Expo in Las Vegas, Nev.

The presentation is part of “The Next Big Thing” event at the conference, which will include only nine live demonstrations of the biggest and brightest ideas of the Prepaid Expo, a global conference attracting more than 1,700 attendees. Attendees represent senior-level decision makers from leading card networks, processors and manufacturers as well as gift card managers from large retailers, mobile payments technology providers and industry analysts from around the world.

“We are honored to be the only card manufacturer selected to participate in this prestigious special event showcasing the up-and-coming financial and technological innovations in the prepaid industry,” says Peo Akesson, founder and CEO of the Sustainable Cards.

Sustainable Cards, headquartered in Hede, Sweden, will give a presentation about the marketing and environmental advantages of using wooden gift cards made from a renewable resource rather than petroleum-based plastic.

The unique, eye-catching wooden cards are made from sustainable forest products and manufactured with very little energy and no hazardous chemicals or additives. The patent-pending cards conform to most point-of-sale systems and they’re durable, reusable and work just like plastic cards. Research shows that switching from traditional plastic cards to sustainable wood cards can reduce carbon emissions by as much as 50 percent, according to Akesson.

Akesson says that the eco-friendly wooden cards are being used on a limited basis by the gift card industry with a few major U.S. retailers opting to include them in their offerings. However, he notes that the cards are being used by a number of hoteliers in the U.S. and Europe and they continue to grow in popularity. To learn more about sustainable alternatives to plastic gift cards and plastic hotel key cards, visit www.sustainablecards.com.

ABOUT SUSTAINABLE CARDS

Established in 2006, Sustainable Cards is the world’s leading sustainable wood card manufacturer, specializing in the most earth-friendly hotel key cards, gift cards and retail 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 www.sustainablecards.com