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PRESS RELEASE

For Immediate Release

AVIANT SYSTEMS BUILDS CELLULAR RFID SOLUTION FOR RECYCLEBANK®

*Recycling Collection Trucks in Burlington, NJ Are Now Equipped
to Verify and Record Customer Pick-Ups in Real Time*

NEW YORK—February 23, 2010—Aviant Systems, Inc., a leading RFID systems integrator, introduced an open-standard wireless solution with **RecycleBank®** today. Recycling collection trucks in Burlington, NJ will be the first to use the on-board RFID system, which automatically records and transmits customer pick-up information over a cellular network connection.

Aviant built the on-board solution to collect data using RFID at each pick-up location and to transmit the information to a data processing center at regular intervals throughout the day. It is now possible to know the exact day and time a customer's recycling was collected. Trucks can also be located at any time using their GPS coordinates.

"RecycleBank motivates people to engage in greener behaviors, like recycling, by rewarding them," said **Scott Lamb, Chief Operations Officer of RecycleBank**. "RecycleBank expects this solution to better fit into the budgetary constraints of our municipalities, while improving collection and routing efficiencies."

Each on-board system incorporates a Low Frequency (LF) reader and antenna from Texas Instruments and an Ultra High Frequency (UHF) reader and antenna from Feig. Data is transmitted using GPRS over the T-Mobile network. The solution also utilizes the Web-based Wyleless Management Platform, Porthos, to provide visibility and control over GPRS connectivity at any time.

"We experimented with several different frequencies and RFID components to build a solution for RecycleBank that is rugged enough to handle various weather conditions," said **Henry Bonnell, President, Aviant Systems, Inc.** "The end result is a flexible and robust system that offers a significant amount of processing power on each vehicle."

When one of the Burlington trucks is started, the on-board wireless solution powers up. An automated arm on the truck lifts and empties recycling containers. The arm is equipped with a sensor that detects movement, which activates the RFID reader to read the tag on the container and record the data to the on-board database. This includes the

truck, date, time, RFID number and GPS coordinates of the pick-up location. The information is then sent to a data processing center.

If an error occurs with the on-board solution, Aviant can send a new application and/or initialization file directly to the remote unit. If the system needs to be rebooted, the driver can simply turn the truck off and restart it. There is no keyboard, mouse or monitor on-board that could complicate the diagnostic process.

The solution is currently a non-weighing solution, but according to Bonnell, developments are under way to integrate weight scales with the system. Aviant also plans to add the ability to read bar code tags. Both capabilities are expected by the third quarter of 2010.

About Aviant Systems, Inc.

Founded in 2003, Aviant Systems designs and builds unique RFID solutions for a wide range of applications from the defense industry to waste management and recycling services. Aviant understands how to automate data processes by combining RFID technologies, embedded systems and integration to improve efficiency, deliver cost savings and ensure accurate data capture. The company welcomes the challenge of developing hardware and software solutions for difficult commercial environments. Examples include tagging metals and liquid products, resolving difficult custom mechanical configurations and controlling RFID readers with proprietary embedded systems. For more information, please go to www.aviantsystems.com.

About RecycleBank

RecycleBank® motivates people to recycle and rewards consumers for taking greener actions with points that can be redeemed from participating local and national business partners. Through collaboration and innovation, RecycleBank is helping to create a culture that encourages people to take simple steps towards greener lifestyles. With new products and services like residential recycling, product reuse, expanded e-waste recycling, responsible disposal or simply focusing on using what already exists in the world today, we believe that making greener choices shouldn't feel at all like a trade off. It should be a trade up, and so RecycleBank rewards you every step of the way. RecycleBank currently provides service to over one million people across the U.S. and the U.K. and has been recognized with a number of business and environmental awards, including being named as a Technology Pioneer by the World Economic Forum and as a Champion of the Earth by the United Nations Environmental Programme. RecycleBank is headquartered in New York City. For more information, visit www.RecycleBank.com.