

Brenthaven aims for 'Zero Impact'



Brenthaven[®]
zerø impact



New eco-friendly initiative to help protect your computer, your health and our environment

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Bellingham, WA (January 15, 2008)- Brenthaven, manufacturer of high-quality notebook carrying cases, has today announced a completely new brand, product line and Company ethos – the initiative is called 'Zerø Impact'.

Launching January 15th 2008 at Macworld in San Francisco, the ultimate goal of this new strategy is to create high-quality laptop cases that have Zero Impact on your notebook computer because of Brenthaven's superior protection systems which cradle your computer from damage; Zero Impact on your health because Brenthaven's lightweight cases and ergonomic designs make it comfortable to carry heavy loads; and Zero Impact on the environment because, through the company's sustainable business practices, Brenthaven strives to negate or 'offset' any impact the company's products have on the environment.

Scott Armstrong, CEO of Brenthaven comments: "With our roots in the outdoor industry, we are passionate about the impact our company has on our environment. We believe our consumers want to do the right thing, and buy products from companies that are cognizant of their environmental footprint. With this in mind, our ultimate goal is 'carbon freedom', which means we will give back more to the environment than we take away in the production and transportation of our products."

Harvey Stone, Vice President of Business Development at Brenthaven, comments: "In all our business practices, our goal is to 'reduce what we can, offset what we can not', while still offering our customers high-quality cases with our legendary lifetime guarantee."

In 2008, Brenthaven has committed to taking several large strides in the direction of 'Zero Impact' including:

- Reducing packaging by over 100,000 boxes per year
- Transitioning to biodegradable or recyclable plastic bags which can be composted when no longer needed
- Printing all marketing materials on recycled paper and using soy based inks which are better for the environment
- Investing 5% of profits back into 'green' projects that positively impact our environment

In 2008, Brenthaven will be launching over a dozen new products that reflect this new strategy. The new designs are designated by the 'Zero Impact' label sewn on the side of the case.

As part of this new strategy, Brenthaven will also be rolling out new internal programs designed to help employees reduce their carbon footprint. These include 'bike to work' incentives and the formation of a 'Green Team' to look at ways to more fully integrate sustainable business practices into the company's daily activities.

For more on the Brenthaven 'Zerø Impact' program, check out www.brenthaven.com/zeroimpact

Brenthaven based in Bellingham, Washington, manufactures a complete line of high-quality notebook carrying cases designed to deliver 'Zero Impact' on your notebook computer, on your health and on our environment. All Brenthaven products are proudly guaranteed for life. For more information on any Brenthaven product, visit our web site at www.brenthaven.com or contact Customer Service at (800) 803-7225 or info@brenthaven.com