



PRESS RELEASE

For Immediate Release

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### **simplyneutral® Approved by Co-Op America**

Endorsement affirms socially conscious and sustainable business practices

**BECKER, Minn. – August 12, 2008** – simplyneutral, LLC, announced today that it received Co-Op America’s Seal of Approval. Co-Op America is a nonprofit organization that promotes social justice and environmental sustainability. The organization created the Seal of Approval to help consumers find companies that are socially and environmentally responsible in every aspect of their businesses. To receive the Seal of Approval, companies go through a comprehensive screening process to demonstrate that they:

- Use business as a tool for positive social change
- Are “values-driven,” as well as profit-driven
- Are socially and environmentally responsible in the way they source, manufacture, and market their products and run their offices and factories
- Are committed to and employ extraordinary and innovative practices that benefit workers, communities, customers, and the environment

Businesses who complete the screening process and are approved can then be listed in the organization’s National Green Pages™ directory.

“The seal is a sought-after endorsement in the green community,” says simplyneutral co-owner, Maggie Mohs. “Co-Op America asks tough questions and really does its homework. We’re very proud and honored to carry such a respected symbol of sustainability.”