



**New York, NY (April 22, 2004)** — Inspecting some of the first cell phones collected in the Rechargeable Battery Recycling Corporation’s (RBRC) newly-launched “Call2Recycle” campaign are (from left to right): RBRC Spokesperson Richard Karn, better known as “Al” of “Home Improvement” and host of “Family Feud”; RBRC board member Charles Monahan of Panasonic; and Kathleen Berkery-Eng of Panasonic’s Environmental Department. The RBRC campaign, launched on Earth Day 2004 in New York City, encourages consumers to drop off their old cell phones for refurbishing and recycling at thousands of sites across the country.