



PRESS RELEASE

iReuse Announces New B Corporation Status

Sausalito, CA, May 1, 2010: iReuse becomes a Certified B Corporation™.

[iReuse](#) and [B Lab](#) announced today that [iReuse](#) is now certified as a [B Corporation](#), joining a network of over [280 leading companies](#) in a movement to build a new corporate standard for social and environmental performance. B Corporations use the power of market-based solutions to solve pressing social and environmental problems, while committing to benefit all stakeholders, not just shareholders. To become certified as a B Corporation, companies must meet comprehensive and transparent social and environmental performance standards, as well as amend their corporate by-laws to incorporate the interests of employees, the community, and the environment. Companies must also agree to undergo an audit of their business practices once every five years.

iReuse has long been committed to these standards through their comprehensive [sustainability software](#) and [consulting services](#), which help companies reduce their environmental impact while maximizing their return on investment from reduced costs, greater sales, higher public visibility, competitive advantage, and improved employee satisfaction and retention. Many top organizations including Kaiser Permanente, Delta Dental, Adobe, Wells Fargo, Autodesk, and PG&E have benefited from iReuse's expertise in program development and implementation. Services include energy efficiency, water conservation, waste diversion, carbon footprint assessments, employee engagement, and green procurement programs.

"We help companies measure their social, environmental, and financial impacts to ensure that they are making measurable progress against their triple bottom line of people, planet, and profit," said Ken Kurtzig, CEO of iReuse. "Being a Certified B Corporation means that our social and environmental claims have been scrutinized by an independent third party as well. We are very proud and honored to join the ranks of other successful companies who meet this high standard."

iReuse is a certified green business, a winner of the Acterra Environmental Enterprise Award, and one of the GoingGreen 100 Top Private Companies awarded by Always On Magazine.

About B Corporations/B Labs

Certified B Corporations 1) meet rigorous standards of social and environmental performance; 2) legally expand their corporate responsibilities to include consideration of stakeholder interests; and 3) build collective voice through the power of the unifying B Corporation brand. As of February 2010, there are over 280 certified B Corporations from over 50 industries, representing a diverse multi-billion marketplace.

B Lab is a nonprofit organization dedicated to using the power of business to solve social and environmental problems. B Lab drives systemic change through three interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and just good marketing; 2) accelerating the growth of the impact investing asset class through use of B Lab’s GIIRS impact rating system by institutional investors; and 3) promoting supportive public policies, including creation of a new corporate form and tax, procurement, and investment incentives for sustainable business.

Find out more at www.bcorporation.net.

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