

2005

Waste Knot
Awards Ceremony

Cell Phone Recycling
with



April 21, 2005

Introduction

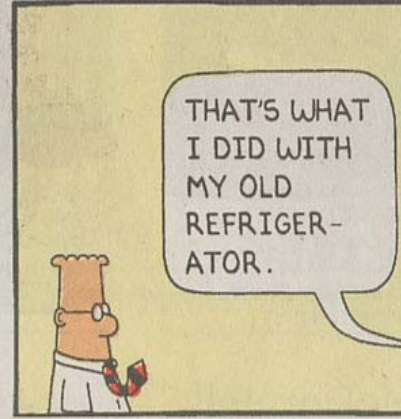
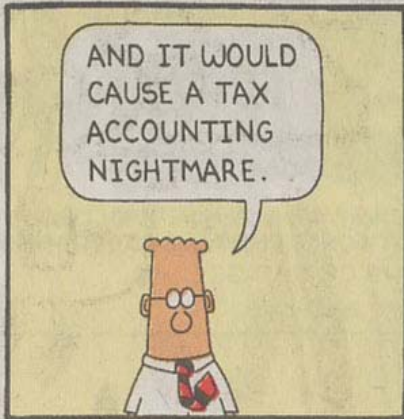
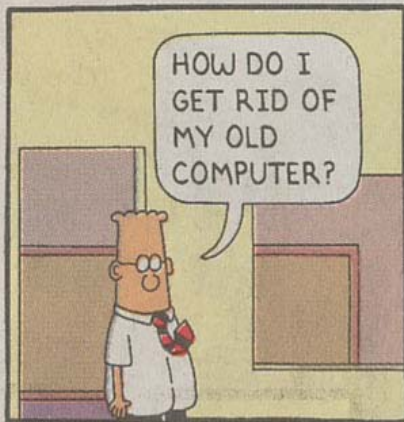
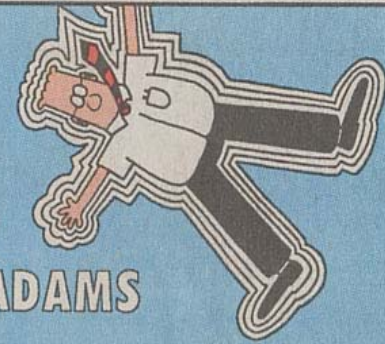
- Who is ReCellular, Inc.?
- Evolution of cell phone recycling.
- What does the future hold?

- Presented by:
 - Eric J. Forster
 - Vice President, Sales and Procurement



DILBERT[®]

BY
SCOTT ADAMS



E-mail: SCOTTADAMS@AOL.COM

©2000 United Feature Syndicate, Inc.

www.dilbert.com

Who is ReCellular?

- Largest re-use and recycling company of secondary cell phones in US and Canada.
- Processes over 4,000,000 used cell phones and their accessories annually.
- Pioneered “wireless recycling” in partnership with major cell phone carriers, manufacturers and retailers.
- 2003 Michigan Recycler of the Year.
- 2004 Outstanding Market Development.-NRC

Who is ReCellular?

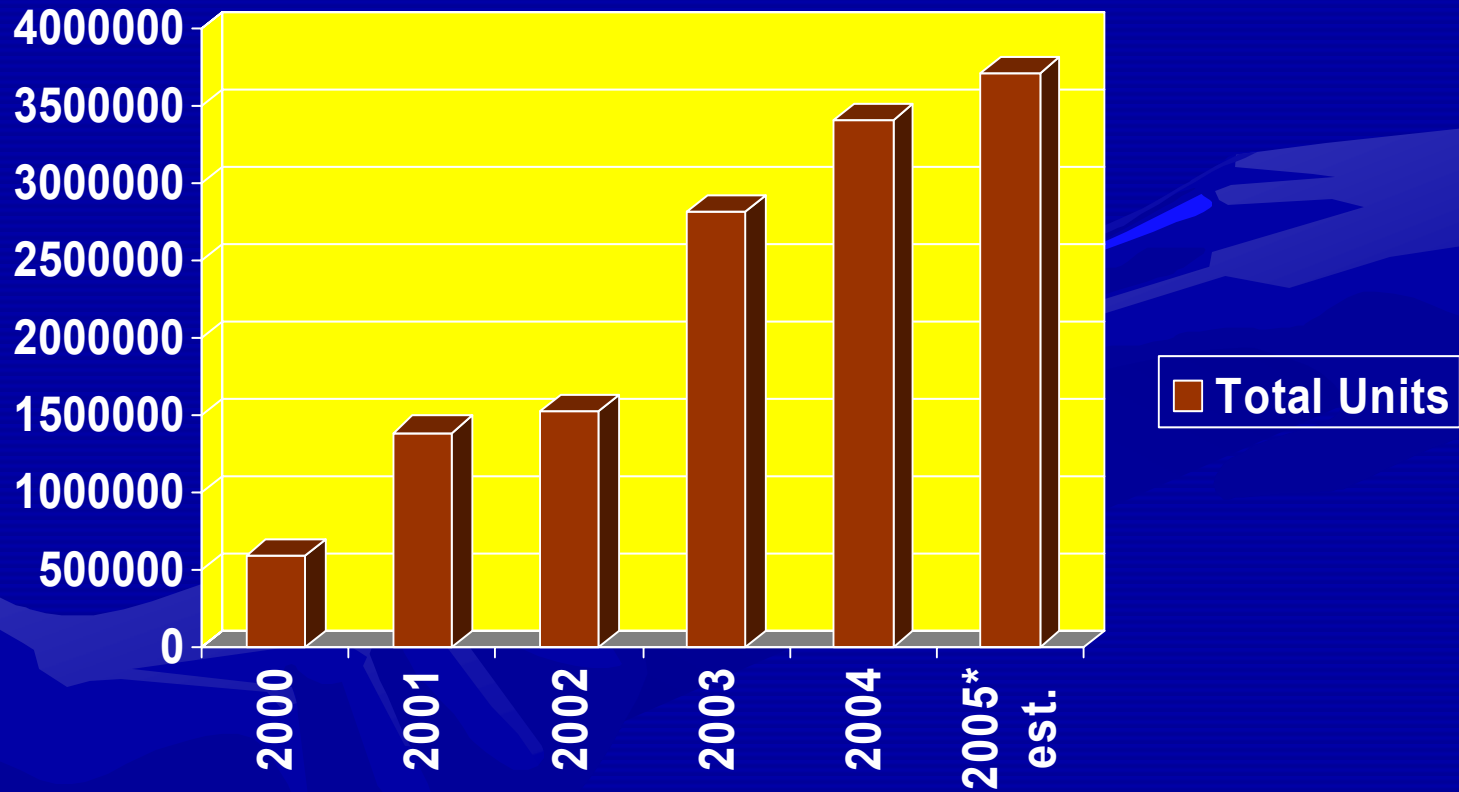
- Core Competencies
 - World Wide Marketing and Distribution
 - Resale of used, tested and refurbished cell phones
 - Tailored programming
 - Product Acquisition
 - End-of-life recycling programs for cell phone companies in North and South America
 - Obsolete inventory from cell phone carriers, retailers and manufacturers
 - Cell phone fundraisers through charities and grassroot organizations
 - Logistics Management
 - Complete triage services, receipt, sorting, scrubbing, testing
 - Detailed reporting and product tracking

Strategic Customers



Evolution of Cell Phone Recycling

Collected Cell Phones



What This Means...

- 2000-2001
 - Significant increase in cell phones collected.
 - New purchase programs
 - Charitable collections began
 - Significant increase in international distribution.
 - Cell phones sales were primarily in a tested or refurbished condition.
 - Approx. 15% or 300,000 cell phones recycled.

What this means...

- 2002-2004
 - Cell phone collections more than doubled to 3,300,000.
 - Trade-in programs
 - Charitable collection programs
 - Cell phones recycled increased to 25% or 1,900,000.
 - Media/Market awareness to environmental programs.
 - Increase in domestic distribution.
 - Increase in cell phones sold refurbished.

2005 Market Regulations

- California passed a bill requiring cell phone retailers provide recycling by 2006.
- Many other states also pending similar legislation.
- Active discussion with EPA and industry associations on proper disposition on secondary cell phones.
- Several international forums discussing and influencing proper collection and recycling of secondary cell phones.
- Increase in demand for secondary cell phones in Far Eastern countries currently restricted.

2005 and the Future

- Increased consumer awareness of secondary cell phone recycling opportunities.
- Increased demand for cell phone collection programs in the U.S., Latin America, and even the Far East.
- Increased volume of cell phones requiring proper disposition.

2005 and the Future

- Alternate use for secondary cell phones.
 - Wireless Local Loop
 - Reuse of components
 - Data devices
- New innovative collection programs for increased consumer convenience.
 - Internet based solution
 - Increased retail solutions
- Possible advanced recovery fee based services.