

Electronic Recyclers International Helps Leigh Steinberg's Super Bowl Party Go Green

Tuesday, Jan. 29, 2008

PHOENIX — Electronic Recyclers International (ERI), announced today it is teaming with legendary sports agent Leigh Steinberg to help "green" his 22nd annual Super Bowl Party by setting up special collection areas for used electronics at the site of the event. The e-waste bins will be available at the Desert Botanical Gardens for guests of the party as well as anyone from the community who wants to discard their old laptops or cell phones for free--from 11:00 a.m. to 6:00 p.m.

This eco-friendly event will kick off in true 'green' fashion as famed sports agent Leigh Steinberg and Hall of Fame Quarterback Warren Moon drop their own old cell phones and laptops in the e-waste bins provided by ERI, the leading electronic recycling company that specializes in the environmentally safe and socially responsible dismantling of electronic items such as laptops and cell phones - items that contain elements toxic to our environment if not disposed of correctly.

"It's difficult to think about our ecosystem amidst the Super Bowl celebrations, but the amount of resources used at that time are dramatically affecting our environment," said Steinberg, President of Leigh Steinberg Sports and Entertainment. "Integrating the 'going green' theme for our event is giving us the opportunity to send a socially-conscious message to a very influential audience and create an awareness campaign for others to follow."

"It is a great honor to be partnering with Leigh Steinberg and his team on this important event and to be able to offer the citizens of Arizona a chance to safely dispose of their old electronics in an environmentally responsible manner," said John S. Shegerian, Chairman and CEO of ERI. "This event provides a perfect opportunity to spread the message of environmental protection. Leigh is finding a new way to be a leader in his field and that is in the greening of great American sports and sporting events. We're excited to be kicking off our partnership with Leigh at such a high-profile and substantial event!"

The e-waste bins and gorgeous 'Green Team' of cheerleaders will be available to the public starting at 11:00 a.m. and will also be present at the start of the VIP entrance as celebrities walk the 'Green Carpet.'

Now the largest recycler of electronic waste in the world, Fresno-headquartered Electronic Recyclers is licensed to de-manufacture and recycle televisions, computer monitors, computers, and other types of electronic equipment. ERI is capable of processing in excess of 100 million pounds of electronic waste per year. For more information about e-waste recycling and Electronic Recyclers, call 1-800-884-8466 or visit <http://www.electronicrecyclers.com>.