

For Immediate Release

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## **METHOD REVOLUTIONIZES LAUNDRY DETERGENT WITH NEW TECHNOLOGY AND DESIGN**

*Ultra-concentrated, plant-based formula is packaged in easy-to-use pump bottle*

SAN FRANCISCO – January 14, 2010 – Method, the leading innovator in premium, eco-friendly household and personal care products, announces today a major breakthrough in the laundry category. Method Laundry Detergent with Smartclean Technology™ is packaged in a sleek, handheld pump bottle and uses a radical new patent-pending formula to deliver outstanding cleaning power but with 1/4<sup>th</sup> the dose of the leading national brand.

“Our new laundry detergent is transforming the way we do laundry by eliminating heavy, drippy, messy jugs from the laundry room,” said Eric Ryan, Method co-founder and chief brand architect. “We believe in offering people a better experience in the home, and we’re confident this innovation will resonate with a wide range of consumers, from busy parents to urbanites who do laundry outside their homes.”

With a precision-dosing pump top replacing the traditional laundry jug cap, Method’s new design allows for easy, accurate dispensing of detergent directly into the machine. Four pumps of Method Laundry Detergent are all that’s required for a medium-sized load of laundry.

In addition to creating a better user experience, the precision-dosing pump design lessens the incidence of detergent overdosing, or filling the cap above the recommended line for a load of laundry. Overdosing can lead to excess suds, which can affect clothing and the washing machine. It can also result in a consumer not getting the number of loads she paid for.

Method has developed new science, Smartclean Technology™, which allows for a formula eight times more concentrated than conventional laundry detergents and eliminates the excess water that unnecessarily dilutes most detergents. The patent-pending formula is designed to be inside-out, with water inside the cleaning agents rather than outside, as is the case with traditional detergent.

“We’ve created what we believe to be the world’s greenest laundry detergent,” said Adam Lowry, Method co-founder and chief greenskeeper. “We’re incredibly proud of this innovation, not only because it fights dirt in an entirely new way, but also because of the incredible consumer and environmental benefits it offers.”

The powerful formula is biodegradable and is made from 95 percent natural and renewable ingredients such as coconut oils. Using drastically less water, plastic, energy and oil to produce than traditional detergent, the carbon footprint of new Method Laundry Detergent is 35 percent lower than standard 2x detergents. The recyclable bottle is made from 50 percent recycled plastic. Additionally, Method has received the world's first *Cradle to Cradle* certification for laundry detergent, recognizing the formulation safety, green packaging design and manufacturing process.

Method Laundry Detergent works in both high-efficiency and standard washing machines, is dye-free and is available in a 25-load bottle (\$8) and a 50-load bottle (\$15), in two fragrances, Fresh Air and Peony Blossom, as well as Free + Clear, a fragrance-free formula.

Method Laundry Detergent will be available in the U.S. and Canada in national retailers, including Target, Lowe's and Whole Foods, as well as regional grocery and drug stores.

Method will support its new laundry detergent with an integrated marketing program that highlights the benefits of the new product in comparison to traditional laundry detergent. The campaign includes a microsite, [methodlaundry.com](http://methodlaundry.com), as well as print and digital advertising beginning in February.

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#### About Method

Founded in 2000, Method is headquartered in San Francisco, Calif. Method can be found in more than 25,000 retail locations throughout the US, Canada, the UK and Australia. Major retailers include Target, Lowe's, Whole Foods, Bed Bath & Beyond, Wegman's Safeway, Duane Reade, Tesco (UK), Shoppers Drug Mart (Canada) and Woolworth's (Australia). Method is a privately held company backed by Simon Equity Partners, San Francisco Equity Partners and private individual investors. For more information, visit [methodhome.com](http://methodhome.com).