



NEWS

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For Immediate Release

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NORTH CAROLINA ELECTRIC COOPERATIVES CONTRACT WITH ARCA TO RETIRE OLD, INEFFICIENT REFRIGERATORS AND FREEZERS

Raleigh, NC, August 31, 2011 – GreenCo Solutions®, a services company owned by the majority of the state's electric cooperatives, announced today that it has contracted with Appliance Recycling Centers of America, Inc. (ARCA) to provide turnkey appliance recycling services for many of North Carolina's electric cooperatives.

The Fridge & Freezer Farewell program is set to begin September 1, 2011 and will run through December 31, 2014. The purpose of the program is to remove older, inefficient, secondary refrigerators and freezers that are usually found in garages and outbuildings.

Participating electric cooperatives will offer the program to their members. Under the program, those members who turn in their old, but operational secondary refrigerators and freezers will receive free pickup and a \$50 incentive from their electric cooperative. There is a maximum of two appliances per household per year and primary units located in the kitchen are not eligible.

ARCA will perform the in-home collection of qualifying refrigerators and freezers and recycle the units according to the Environmental Protection Agency (EPA) guidelines at the established Morrisville, North Carolina recycling center.

"GreenCo is pleased to partner with ARCA, an appliance recycling industry leader, on the Fridge & Freezer Farewell program," said Tim Bennett, Vice President of Business Operations for GreenCo Solutions. "This program is another example of how the electric cooperatives of North Carolina are helping their members save energy and money."

GreenCo Solutions (www.greencosolutions.net) is a member-owned organization created in 2008 to assist 22 of the state's electric cooperatives meet their energy efficiency and renewable energy goals and comply with the state's Renewable Energy and Energy Efficiency Portfolio Standard (REPS).

ARCA (www.ARCALnc.com), one of the nation's largest recyclers of major household appliances for the energy conservation programs of electric utilities, currently provides services for more than 250 utility programs in the U.S. and Canada.