



NEWS

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2010 WASTE MANAGEMENT PHOENIX OPEN “GREENER” THAN EVER

PHOENIX, Ariz. – Title sponsor Waste Management and tournament hosts, the Thunderbirds, together with tournament sponsors and vendors are collectively turning the 2010 Waste Management Phoenix Open into one of the most eco-friendly golf tournaments on the PGA TOUR through innovative waste reduction, recycling and energy savings initiatives.

Reduce

Waste Management will introduce solar-powered trash compactors, which will reduce the number of cardboard trash boxes typically used around the tournament. Powered by a solar panel on top, the machine compacts the trash when triggered. Since the compactor holds five times more trash than a regular container, this will also **reduce** the number of trips needed to empty the units.

Waste Management and the Thunderbirds have also teamed with tournament food and beverage vendors to **reduce** the number of plastic cups used to serve beverages at concession stands around the course. Although cups can be recycled, the ideal scenario is to **reduce** the amount used. This year, soda and beer will be served right out of cans, instead of being poured into plastic cups (though cups will still be used to serve spirits).

In tournament Skyboxes and Corporate Village, Michael’s Catering will mostly be using locally grown food products which will **reduce** trucking and shipping emissions.

The Thunderbirds have also partnered with Scottsdale-based iGo Inc. (Nasdaq: IGOI), to **reduce** energy use at the tournament through the use of iGo’s Power Smart Green Technology. The Waste Management Phoenix Open Media Center, as well as other tournament venues, will be outfitted with hundreds of Power Smart Tower Surge Protector units. The sleek, energy-saving Power Towers with integrated iGo Green Technology will automatically **reduce** wasted

standby power (a.k.a. Vampire Power) by up to 85 percent. iGo will also provide iGo Green Laptop and USB Device Chargers in the tournament Media Center. These iGo chargers also use 85 percent less standby power than a traditional charger and can also recharge most electronic devices, including smart phones, iPods, GPS systems, cameras and more.

Reuse

At the 2010 Waste Management Phoenix Open, souvenir cups will be introduced at Corporate Village to encourage fans to **reuse** at home. Plus, tournament and Birds Nest tickets have been printed on recycled paper with soy ink.

Recycle

Two years ago, Waste Management introduced **recycling** to the tournament. This year, the tournament and Waste Management are taking it to the next level. The tournament's goal is to increase the overall diversion rate, which simply means more materials will be kept out of landfills. **Recycling** stations around the course will be staffed by volunteers during peak hours to encourage fans to **recycle**. GreenOps Reverse Vending Machines, which give out points or prizes in exchange for aluminum cans or plastic bottles, will also be showcased in crowded areas to give fans an incentive to recycle.

Michael's Catering will work in conjunction with Waste Management to separate all glass and cardboard for **recycling** and will only use **recyclable** cups in all Skyboxes and Corporate tents, while all plates, cutlery and napkins will be made from either compostable or **recyclable** material.

Finally, tournament signage, close to 1000 total signs, will be printed on Eco-Media, Bio-Board, Coroplast and Terra-Max **recyclable** materials.

"Although we have taken significant steps in our inaugural year to make the Waste Management Phoenix Open more sustainable, this is definitely a work in progress," said David Aardsma, senior vice president of sales and marketing, Waste Management. "Our goal is to assess and to improve each year. We're excited about the challenges ahead, and we are thrilled to be playing such an important role in The Greatest Show on Grass."

The Waste Management Phoenix Open will be played February 22 – 28, 2010, at the TPC Scottsdale. The tournament host Thunderbirds have raised more than \$65.9 million for charities, with more than \$37.9 million generated since 2004. The 2010 edition will mark the 75th playing of the event, making it one of the five oldest events on the PGA TOUR (not including the major championships). Title sponsor Waste Management, Inc., based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and

disposal services. It is also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America. For more information on Waste Management visit wm.com or thinkgreen.com. For more information on the Waste Management Phoenix Open, visit wmphoenixopen.com.

