

For Immediate Release

Contact:
Joey Walls
REI
704.400.1111
joey@gogreenrei.com

Recycling Equipment, Inc. Launches New Corporate Logo and Website

Redesigned Corporate Identity Reflects REI's Strategy for Growth as a Leader in Waste and Recycling Equipment Manufacturing, Sales, Service and Installation.

Hickory, NC – September 21, 2009 – Recycling Equipment, Inc. (REI) today introduced a new corporate logo and unveiled an enhanced corporate website as part of a strategic re-branding to reflect the company's desire to remain an industry leader in waste and recycling equipment industry.

Incorporating the new REI logo, the redesigned website (www.gogreenrei.com) aims to extend and strengthen REI's reach by serving a broad audience of prospective customers, current customers, and members of the general public. The new site includes expanded information about REI's waste and recycling solutions programs, manufacturing, service, and installation capabilities, as well as technical data.

"Our new logo gives REI a bright and sophisticated look; one that visually captures our finest qualities – innovation, energy, and recycling industry creativity – and reinforces our strategy to become a leading waste and recycling equipment and solutions company," said Joey Walls, REI vice president of business development and marketing.

"The bold, freshly designed website features distinctive graphics, and provides visitors with information about the company and our broad range of products and industry experience," added Scott Sharp, REI president.

About REI

Since 1994, REI has been an industry leader, providing our customers with cutting edge technology to meet their waste and recycling challenges. REI offers safe, cost effective equipment, financing, installation and service. For additional information on REI please contact Joey Walls, at joey@gogreenrei.com. To learn more about the company, please visit www.gogreenrei.com.

#