

September 28, 2010

## Electronic Recyclers International Featured in Fortune Magazine

Electronic Recyclers International (ERI), the largest recycler of Electronic Waste in the country, announced today that it is featured in the current (Sept, 27, 2010) issue of Fortune in the magazine's opening column, "F1RST."

A photograph of ERI forklift operator Frank Giannandrea operating a Bobcat scooping up a huge pile of electronic waste to be recycled at ERI adorns the center of the full page piece, which describes our nation's gluttony of gadgets, shares statistical data on e-waste and the toxins it contains and how ERI, along with partners such as Samsung and Best Buy, are leading the charge to keep such hazardous materials out of landfills.

"It's an honor and a privilege to have been featured in Fortune Magazine, a leading thought journal for American business, as the example of recycling electronic waste correctly," said John Shegerian, Chairman and CEO of ERI. "The planet's enormous glut of electronic waste is a problem, but it also poses tremendous opportunities for organizations willing to effectively collect and recover the valuable metals the right way. As more businesses continue to get in touch with their green DNA, as well as the promise of urban mining, we believe our relatively young industry will continue to have substantial impact."

Shegerian coined the term "urban miners" to describe the electronic recycling industry and its ability to tap into the rich collection of resources within discarded electronic items.

This current issue of Fortune will be displayed on newsstands through October 4, 2010.

Original URL: <http://www.dailyfinance.com/article/electronic-recyclers-international/290024/>