



2011 Press Kit

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for immediate release

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BOTTLEHOOD MARKS ITS FIRST ANNIVERSARY

Success and Acceptance During Its First Year of Operation

January 18, 2011 – Los Angeles, California
California Gift Show, Booth 2434

BottleHood Inc., the San Diego-based producer of repurposed glass bottles is celebrating its first anniversary by exhibiting at the California Gift Show in Los Angeles January 21-24. Since its last visit to the California Gift Show, BottleHood has secured relationships with dominant players in every targeted business segment. This week in Los Angeles, BottleHood will unveil its new line of light fixtures to the expected delight of Los Angeles retail buyers looking to add a unique line of eco-friendly gift items to their retail shelves. The Company will also provide a sneak preview of its forthcoming line of repurposed glass bottle beads.

BottleHood's line of light fixtures combines the reuse and repurposing of oak and steel wine barrels with lenses and lamps made from wine and liquor bottles. The fixtures on display this week in LA include pendants, sconces and table lamps made from a wide variety of wine and popular liquor bottles. The Company will also display a line of candle accessories made from repurposed barrels and the "necks" of popular liquor bottles.

The Company will provide a first showing of its new line of fused glass beads made by melting glass from liquor and wine bottles. The line of beads is based on the fusing of two different colors and types of glass into a single bead and then tumbling the glass until the bead takes on a sea glass finish. When the beads are combined with simple wire wrapping and strung on natural hemp or leather the result is a simple, earthy line of jewelry. The line of super fun jewelry includes "Jack and Coke" pendants, Bombay Sapphire earrings, and Grey Goose bangles. The line is priced to sell for \$10-\$50 in retail stores.

During 2010 BottleHood repurposed nearly 250,000 wine, beer, liquor, soda and water bottles. With the help of winery clients including Trefethen Family Vineyards, ThumbPrint Cellars and Thomas Fogarty, celebrity chef Tyler Florence, the Oakland Museum, Whole Foods Market and Heath Ceramics, 2010 was a year of significant market acceptance and acknowledgement for BottleHood. Keeping on track with its 2010 growth objectives BottleHood established business operations in Santa Cruz, California, and Boulder, Colorado, and its most recently established base of operations in Richmond, Virginia.

BottleHood produces a line of uniquely handcrafted, eco-friendly glassware including tumblers, juice glasses, vases and candle holders made from recycled wine, beer, liquor, soda and water bottles. Like us on Facebook, and visit us at www.bottlehood.com or www.etsy.com/shop/bottlehood



THINK GREEN

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BOTTLEHOOD TAKES CENTER STAGE AT THE GREAT AMERICAN BEER FESTIVAL

Announces relationships with Breckenridge, Rogue, Stone, Sierra Nevada, SpeakEasy and Left Coast

**16 September 2010
Denver, Colorado**

BottleHood, the industry leader in repurposing glass beer, liquor, wine, soda and water bottles, announced today that it has established relationships with Breckenridge, Rogue, Stone, Sierra Nevada, SpeakEasy and Left Coast breweries in an effort to keep as many beer bottles out of local landfills as possible. BottleHood repurposes 12- and 22-ounce beer and ale bottles turning them into eco-friendly juice glasses, tumblers, spoon rests, candle holders, light fixtures and jewelry. In the process, the Company keeps tons of glass out of local landfills, creates a significant number of local jobs and gives neighborhood retailers the opportunity to sell locally produced products.

BottleHood works directly with brewers to repurpose bottles that may have had a label misprint, production overrun, bottling line breakage or waste from brewery restaurants and tasting rooms. The Company is exhibiting at the Great American Beer Festival in booth number P19 to show the craft brewing community alternatives in the disposal of their waste bottles. BottleHood's Volume Repurposing Program gives breweries a sustainable way to deal with some of the waste produced in their operations by repurposing the bottles into juice glasses, tumblers, candle accessories or jewelry.

The Program encourages the breweries to take their waste glass and have BottleHood repurpose it into an assortment of products for retail distribution at brewery gift shops, restaurants, tasting rooms, online and in the field as gifts and premiums. Sierra Nevada Brewing's CEO, Ken Grossman, said "BottleHood's objectives are consistent with ours, it's always been our mission to minimize our impact on the environment and contribute to the community, we look forward to working with them." By participating in the Program, breweries are supporting the creation of local jobs and keeping tons of glass out of local landfills. Perhaps best of all is that beer enthusiasts and retailers alike are finding that glassware made from craft beer and ale bottles are an extremely popular gift item or souvenir.

BottleHood produces a line of uniquely handcrafted glassware, candle accessories, jewelry and light fixtures. From our environment to our economy...it's simple, BottleHood is good for your neighborhood! Find us on Facebook and visit us at www.bottlehood.com

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Great American Beer Fest Booth P19





PRESS RELEASE

for immediate release

BOTTLEHOOD, WORLD-LEADER IN GLASS REPURPOSING Is Now in Our Neighborhood...Boulder, Colorado!

**August 18, 2010
Boulder, Colorado**

BottleHood, the innovative San Diego producer of repurposed glassware, is reaching out to Boulder, Colorado to spread its message of eco consciousness and sustainability. Leslie Tiano, Company cofounder and President of BottleHood in California, thinks of BottleHood as “part of an awareness program within every neighborhood. Colorado residents and businesses will immediately see the benefit of locally repurposing glass bottles. We keep glass out of landfills, create local jobs, and keep dollars flowing in local retail economies.” BottleHood Colorado’s CEO, Rachel Cohen, believes that “with Colorado’s entrepreneurial spirit and sustainable living movement, BottleHood’s product line is bound to wow people in our neighborhood.”

With three of the country’s largest brewers within 100 miles range, a huge microbrewery industry and a high awareness of all things organic and sustainable, Boulder serves as a strategic base of operations for BottleHood. The Company’s first public appearance in Colorado will take place on August 26th, at the Green Living Project’s unveiling of “Global Sustainability: Central America to Maine” to be held at the Tattered Cover bookstore in Denver. With Green Living partner New Belgium Brewery providing the liquid refreshments, watch out for a load of BottleHood’s repurposed glassware being displayed.

Headquartered in San Diego, BottleHood has established relationships with a number of local wineries, breweries, restaurants, bars and hotels in order to ensure a constant supply of bottles. The Company takes wine, liquor, beer and soda bottles and repurposes them into juice glasses, tumblers, vases, light fixtures and jewelry. BottleHood’s products can be found online at its web site or on its etsy site (www.etsy.com/shop/bottlehood) and many fine eco-conscious retailers across the country. The Company is expanding into the San Francisco Bay Area in the fall and has plans to establish 8 additional locations in 2011.

Why repurpose?

About 7 million tons of glass bottles are wasted in the U.S. annually. Our motto: reclaim, repurpose and reuse--these glass bottles. By reducing transportation costs and eliminating smelting, and remanufacturing, repurposing glass consumes far less resources than recycling. Reusing also creates local benefits, from reduction of our Colorado landfill to the creation of local jobs. Coloradans produce billions and billions of empty wine, beer and soda bottles every year. Only a small fraction of these bottles are recycled, most end up in our local landfill. Burying our glass is simply not a long-term solution; it takes more than 4,000 years to decompose.



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ONLINE SUCCESS AND MORE NEIGHBORHOOD PRESENCE **BottleHood Rocked Through the Holiday Season Online and On the Street**

January 11, 2010
San Diego, California

BottleHood, the San Diego-based bottleware manufacturer, rocked through the holiday season making over 200 online sales on www.etsy.com and lighting up the register at its newest retail location at The Grove in South Park. In the midst of the holiday season, BottleHood was able to respond to a new product request from Wine Steals, a display opportunity at Ritual Tavern and maintain a weekly presence at the Hillcrest Farmers Market. BottleHood continues to maintain its relationships with Urban Solace in North Park, Sea Rocket Bistro in South Park, Cantina Mayahuel in Normal Heights, and Adelaide's Florists and Decorators in La Jolla.

The response to BottleHood's release of its new line of juice glasses and tumblers using logo'ed beer and soda bottles has been very encouraging. The Company introduced a new line prior to the holiday season with the launch of its Stone Brewing Company collection. BottleHood produces sets of 8oz juice glasses and 16 - 22oz tumblers using a wide variety of Stone Brewery bottles including Stone Pale Ale, India Pale Ale, Arrogant Bastard, 13th Anniversary, Double Bastard, Vertical Epic and Sawyer's Triple.

BottleHood is a new business created out of a passion to help the environment, create local jobs and stimulate the neighborhood economy. The Company was founded by a couple of local folks who wanted to "do" something about the billions of bottles a year that end up in California landfills and at the same time, create a few local jobs and do their share to stimulate the local economy. Headed-up by cofounder Leslie Tiano, local artist and long time eco-activist, and seasoned startup executive Steve Cherry, BottleHood has taken a stand on keeping jobs in the neighborhood and bottles out of the landfill.

BottleHood produces a line of uniquely handcrafted glassware including tumblers, juice glasses, vases and candle holders made from reused beer, wine and liquor bottles. Keep watching for its next wave of bottle-based products at the Company's website www.bottlehood.com. All of the "natural resources" required to produce BottleHood's line of glassware, bottles destined for a local landfill, are rescued by "BottleHoods" from neighborhood restaurants, bars and wine tasting events.

BottleHood works with local crafts people, who share a concern for the environment and the economy, to produce their line of handcrafted glass housewares. To complete the cycle, BottleHood sells its glassware back to some of the very same restaurants that provided the bottles! In turn, the restaurants offer the glassware back to the clients that consumed the beverages. That's sustainable!

View our line of unique glassware at www.bottlehood.com

Visit BottleHood at the LA Gift Show, January 15-18, 2010, Booth 1558.



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NEW ECO-BUSINESS TURNS WINE BOTTLES INTO HIGH QUALITY GLASSWARE BottleHood Turns Non-CRV Bottles into Tumblers, Vases and Votives

**November 16, 2009
San Diego, California**

BottleHood, it's a new business created out of a passion to help the environment, create local jobs, and stimulate the neighborhood economy. BottleHood was founded by a couple of local folks who wanted to "do" something about the 450 million bottles a year that end up in California landfills and at the same time, create a few local jobs and do their share to stimulate their local economy.

Headed-up by cofounder Leslie Tiano, local artist and long time eco-activist, BottleHood has taken a stand on keeping bottles which have no California Redemption Value (CRV) out of California's landfills. In the process, BottleHood produces a line of uniquely handcrafted glassware including tumblers, vases, candle holders, votives and lighting fixtures.

All of the "natural resources" required to produce BottleHood's line of glassware, bottles destined for a local landfill, are rescued by "BottleHoods" from neighborhood restaurants, bars and local events. BottleHood works with local crafts people, who share a concern for the environment and the economy, to produce their line of handcrafted glass housewares. To complete the cycle, BottleHood then sells the glassware to some of the very same restaurants that provided the bottles!

When it comes to distribution, the folks at BottleHood have big ambitions. The Company hopes to introduce its line of reused glass products into green, eco-conscious grocers and houseware providers from Whole Foods to Urban Outfitters. For the moment, the team has its hands full with the holiday season producing goods for a few select local retailers including Pigment in North Park and Adelaide's Florist in La Jolla. BottleHood can also be seen at the La Jolla Farmers Market, and Ray at Night, along with a few craft fairs and its online business on etsy and its own website at www.bottlehood.com.

If BottleHood's efforts prove financially viable in the San Diego neighborhood, look for BottleHood to establish roots in a number of West Coast neighborhoods. Given BottleHood's handcrafted tumblers, vases and votives make the perfect "green" gift for the holiday season, we're likely to see BottleHood's sprouting up in a number of Southern California neighborhoods.

You can tweet with BottleHood, see us on FaceBook, and visit us at www.bottlehood.com

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