

*FOR IMMEDIATE RELEASE*

**GreenerPackage.com Welcomes Executives from  
Wal-Mart, Marks & Spencer and other Leading Companies to Advisory Board**

*Summit Publishing Company's GreenerPackage.com has gained the support of industry's most influential voices in the movement toward more sustainable packaging; Sam's Club Director of Packaging, Amy Zettlemyer-Lazar recently joined the new Website's Advisory Board.*

Chicago, IL January 9, 2009 — Authorities from some of the world's largest package-consuming companies and prominent advocates for sustainable packaging have joined the advisory board of Summit Publishing Company's GreenerPackage.com (<http://www.greenerpackage.com>). This new Web resource, launching at the end of the month, is dedicated to sustainable packaging information exchange for professionals at various points in the supply chain. Advisory board members are top retailers, packaging end users, suppliers, and consultants committed to promoting, creating and using more environmentally friendly packaging.

Amy Zettlemyer-Lazar, Director of Packaging for Wal-Mart owned Sam's Club, last month joined the 16-member advisory board. Dr. Mark Caul, Senior Packaging Technologist at Marks & Spencer, has offered his expertise and support, as has the Manager of Packaging Sustainability at ConAgra. Other high-level professionals charged with package decision-making for their organizations are also on the board, including representatives from Sears, Kraft Foods, S. C. Johnson, Estée Lauder, Costco, Unilever, Frito-Lay, Victoria's Secret, Albertsons, and Cadbury Schweppes.

Comments Dave Newcorn, Summit Publishing Company's VP eMedia and the chief architect behind GreenerPackage.com, "Our advisory board has had a critical role in shaping GreenerPackage.com. As respected and influential leaders, these individuals will undoubtedly be among those who define packaging of tomorrow. With Summit's editorial resources, plus the involvement of our board, GreenerPackage.com will offer a gold mine of practical information and expertise on a wide spectrum of sustainable packaging topics. There is currently no other Web resource where packaging professionals can access this depth and caliber of information. Expert-guided discussion groups will offer GreenerPackage.com visitors an opportunity to interact with board members and to benefit by their considerable experience, knowledge and insights."

As part of the Greener Package brand, Summit Publishing Company will also produce a Greener Package product directory and an awards competition later in 2009.

*Continued*

**About Summit Publishing Company**

Chicago-based Summit Publishing Company is a business-to-business media company offering information for packaging professionals. Print magazines include flagship monthly *Packaging World* ([www.packworld.com](http://www.packworld.com)); the annual *PACK EXPO Showcase*; *Healthcare Packaging*, *Shelf Impact!*, and *Contract Packaging*. In addition to e-newsletters, Summit Publishing Company also produces Web casts and conferences for packaging professionals.

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