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## Nation's First Wood Key Card to Debut in Hotels During the Democratic National Convention

*More than 70,000 biodegradable key cards will be used in Denver hotels,  
reinforcing "green" convention theme and greatly reducing waste*

Boulder, CO. August 18, 2008 - Sustainable Cards, producer of the United States' first wood hotel key card, today announced that their eco-friendly cards will debut in Denver hotels during the Democratic National Convention. Sustainable Cards has partnered with their manufacturer, CPI Card Group, to donate more than 70,000 biodegradable cards in a ground-breaking effort to reduce the waste and negative environmental impact created by traditional plastic key cards.

The Sustainable Cards are emblazoned with the Denver 2008 Host Committee logo and made from sustainably harvested wood, making them a coveted souvenir of the historic event. The cards will serve to reinforce efforts to make this year's Convention the most eco-friendly ever.

Used for nearly a decade in Europe, wooden key cards have proven to be equally durable to the traditional plastic key card, but, unlike plastic, wood is a renewable and biodegradable resource. By switching plastic cards to biodegradable wood, hotels and resorts can reduce plastic waste by 1,300 tons annually – the amount of plastic waste that traditional hotel key cards generate in the U.S. alone. The weight and density of this waste is equal to the volume of seven 777 airplanes.

"We've reached a point where consumers no longer want to frequent hotels and resorts that aren't embracing green business practices," said Greg Hartmann, President and CEO of Sustainable Cards. "Our mission is to reduce non-biodegradable card waste to zero

during the convention and throughout the year by encouraging the use of our eco-friendly wood cards in every hotel in America.”

The Democratic National Convention 2008 will be held August 25-28, 2008 at the Pepsi Center. An anticipated 35,000 hotel guests will use wood Sustainable Cards for the first time in the U.S.

Sample key cards are available to the media by contacting Stefanie Jones, 303-388-8460 or [sjones@sjonespr.com](mailto:sjones@sjonespr.com).

#### About Sustainable Cards

Incorporated in 2006 in Boulder, Colorado, Sustainable Cards has spent the past two years aligning the most environmentally conscientious suppliers, premier card manufacturers and creative printers in the United States and from around the world to develop the most eco-friendly hotel keys and retail gift cards available today. Sustainable Cards products offer the least environmental impact with the highest quality customer perception at the most reasonable price possible. For more information please visit [www.sustainablecards.com](http://www.sustainablecards.com).