

**FOR IMMEDIATE RELEASE
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BUSY BEES

Burt's Bees to Partner with Habitat for Humanity on the First Affordable Green Housing Development in North Carolina

As part of its ongoing commitment to encourage green living, **Burt's Bees** - the leading manufacturer of earth-friendly, natural personal care products - is proud to announce a special partnership with **Habitat for Humanity** to build the first affordable green housing development in its home state of North Carolina. This remarkable undertaking is designed not only to provide much-needed shelter for those who so desperately need it, but to inspire others around the state and the country to "go green."

Burt's Bees will act as the sole sponsor for the first house in the development; however, the company's commitment goes well beyond a financial one. **Burt's Bees** employees will act as "worker bees" on the house, rolling up their sleeves and dedicating over 1600 hours to help with the build.

"At **Burt's Bees** we strive not only to provide consumers with environmentally-friendly products but also to educate and empower consumers on ways that they can play a role in saving and preserving our planet's resources," says **Burt's Bees CEO John Replogle**, who has been an active supporter of **Habitat for Humanity** since his college days. "Everyone at **Burt's Bees** is excited to be a part of this groundbreaking project, especially because it will help benefit families in our beloved home state of North Carolina."

"**Habitat for Humanity** recognizes the importance of preserving our planet's natural resources and sees this project as the ideal way to show people everywhere that regardless of your socio-economic background, you can make a difference," says Habitat Executive Direction, Miguel Rubiera. "We all have a commitment to our planet and this special build demonstrates how we can all play a role - from those who help build this community to those who will live in these green homes."

Burt's Bees and **Habitat for Humanity** will break ground on the first home at Hope Crossing in Durham, NC on May 5th, 2007. By the end of the project, **Habitat for Humanity** will have built 32 green homes, each of which will involve green building technology and design and be set within an environment that encourages active living and the protection of natural resources. Some of the unique features of this eco-friendly neighborhood will include:

- A nature trail, with **Greenways Incorporated** to connect residents to beautiful greenspace throughout the community
- Innovative stormwater management that includes rain gardens, ponds and open drainage systems
- An eco-neighborhood program that helps educate residents about stormwater runoff and stream health, water conservation, proper grease disposal and recycling and waste reduction)
- Bicycle paths and walkways to encourage exercise

For more information or to speak with John Replogle, contact Christina Calbi, Tractenberg & Co., 212.929.7979.

About Burt's Bees, Inc.

Since 1991, **Burt's Bees** has been offering distinctive all-natural personal care products. Today, **Burt's Bees** is the leading manufacturer of 150 earth-friendly, natural personal care products, including face care, body care, hair care, lip care, men's grooming, baby care and outdoor remedies. All Burt's Bees products include a "percent natural" banner, reinforcing our commitment to bringing consumers the best ingredients from nature. With a 98.6% average percent natural, Burt's Bees maintains the highest standards in earth-friendly natural personal care.

Burt's Bees products are available through approximately 20,000 retail stores nationwide, its internet website (www.burtsbees.com), and select international distributors. **Burt's Bees** makes natural, hard-working personal care products that put health and well-being, and the environment, first.

About Habitat for Humanity

Habitat for Humanity is a non-profit ecumenical housing ministry that engages the community to build homes for working families. Habitat's homes are sold at no interest to qualified home buyers who earn 25-60 percent of the area median income. With the help of the community, Habitat rebuilds neighborhoods and brings hope to people who don't qualify for conventional mortgages. Families repay in full the appraised value of their homes. In addition, partner families contribute 250 hours of "sweat equity" volunteer hours to help build their homes and the homes of their neighbors.

Habitat for Humanity has built more than 225,000 homes worldwide since 1976, providing safe, decent, affordable housing for more than 1 million people. Habitat of Durham has broken ground on 200 homes since its founding in 1985. With the help of Burt's Bees and other home sponsors, Habitat will build more than 20 homes in Durham in 2007. Habitat dedicates a new home somewhere in the world every 24 minutes.