

April 10, 2010

To the Citizens of Manitoba;

We are pleased to introduce the Canadian Beverage Recycling Association (CBCRA), the new not-for-profit association whose mandate is to work with Multi Material Stewardship Manitoba (MMSM) to meet the government's goal of recycling 75% of all beverage containers purchased by Manitobans.

CBCRA members include the brand owners and distributors of the beverages you consume every day, all of whom share a commitment to being responsible and increasing recycling rates in Manitoba.

To meet Manitoba's 75% recycling target CBCRA programs will be open and transparent to complement the Blue Box program to support Manitoba in becoming a green leader. This is the most ambitious recycling program in North America.

Going forward, beverage companies who join CBCRA will pay a 2-cent fee for the beverage programs in Manitoba. All of the money collected by CBCRA after April 1 supports recycling in Manitoba and stays in Manitoba. The previous 2-cent levy to beverage companies, which was government regulated for all beverage containers sold in Manitoba ended March 31.

If you are charged 2-cents when you make a purchase, be assured that the Container Recycling Fee (CRF) will go directly and entirely to recycling programs in Manitoba. The CBCRA will manage the entire program as a not-for-profit operation to supply receptacles, collect, transport and process the materials.

We look forward to working with you to keep Manitoba green. If you have any questions or would like to have receptacles in your community, please email us at info@cbcra-acrcb.org. Our website is <http://www.cbcra-acrcb.org>.

Sincerely,

John Challinor II

Chairman, CBCRA