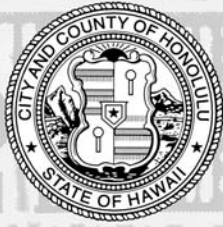


NEWS RELEASE



CITY AND COUNTY OF HONOLULU

FOR IMMEDIATE RELEASE

September 28, 2007

**Read The Label First ... It's The Law
October 2007, Home Safety Month
Pesticides and Fertilizers**

The City and County of Honolulu Department of Environmental Services (ENV) has teamed up with City Mill, Hawaii Department of Agriculture, and the Retail Merchants of Hawaii to welcome everyone to help spread the word about the importance of reading labels on pesticides, fertilizers and other household products during Home Safety Month in October.

"Read The Label First" is a two-week campaign, October 8-20, encouraging consumers to read the label on pesticides, fertilizers and other household products. The campaign is part of the Consumer Labeling Initiative started by the EPA, specialty pesticide industry, environmental groups and state and local governments to make labels easier to read and understand.

Dr. Eric Takamura, ENV Director stated, "The key message is to 'Read the Label First' so you can make informed choices when you purchase, use, store and dispose of pesticides, fertilizers or other household products. Simply reading a product's label will help you keep your family, pets, and community safe."

"Any pesticide can be hazardous if misused," said Robert Boesch, manager of the Hawaii Department of Agriculture's Pesticide Branch. "Even if you have used the pesticide before, reading the label instructions is crucial to protect yourself, your family, neighbors and the community."

Steven Ai, President of City Mill, said that "City Mill agrees that reading the label is the first step to choosing the right product for your needs, keeping safe, helping the environment, and saving money. Reading the label first is important, if you simply want the product to work the way it should! Look for easier-to-read labels on many home pesticide and cleaning products now on our store shelves."

Carol Pregill, President, Retail Merchants of Hawaii, added that "Teaming up with the City and County of Honolulu Department of Environmental Services, City Mill and the Hawaii Department of Agriculture offered the Retail Merchants of Hawaii a valuable opportunity to inaugurate a new regulation that requires retailers to post 'read the label' signage for consumers as a critical step to protect our keiki, our pets, and the environment."

ENV is coordinating the distribution of posters, flyers, and pollution prevention tip cards with City Mill staff at eight store locations; Honolulu-Nimitz, Hawaii Kai, Kaimuki, Kaneohe, Mililani, Pearl City, Waianae, and Waipahu.

A KSSK van stop at the City Mill store, 660 N. Nimitz Highway, has been scheduled on Thursday, October 11, 2007, noon to 1 p.m. Customers who sign a pledge card can enter to win a \$250 GGP Card, redeemable at Ala Moana Center or Ward Centre. Internet participation is also available at <http://www.cleanwaterhonolulu.com/storm/contact/survey.html> from October 8, 2007. The offer ends October 31, 2007.

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