

FOR IMMEDIATE RELEASE  
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## Zorch Provides Public Transportation for Employees

**CHICAGO, June 5, 2008**—In efforts to be progressively “green,” Zorch is now covering all CTA transportation passes, as well as monthly Metra train fares.

Encouraging employees to take public transportation rather than drive to work, Zorch will be saving staff an average of \$900 annually, as well as helping to fulfill a promise to keep Zorch at the forefront of the corporate environmental conscience.

*“As stewards for some of the most valuable brands on the globe, Zorch has a responsibility as well as an opportunity... We have an opportunity to contribute with our clients to a global shift towards a healthier, stronger, egalitarian world community.”*—Excerpt from the Zorch Green Mission Statement by Nicole Loftus, Zorch CEO & President.

And the CTA is doing its part as well. According to a CTA representative, new light weight buses produce approximately 60 percent fewer emissions and the CTA hopes to switch to hybrid buses by 2009.

“With the new CTA coverage, it makes me happy to know that not only is my wallet appreciative but also that I am doing my part to save the environment one train ride at a time,” said Laura Majercik, Zorch staff accountant.

New transportation coverage is one of the many ways Zorch is cutting emissions and pumping up social responsibility. New environment friendly products, strict vendor safety standards and plans for a rooftop garden make the list as well.

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*\*\*Zorch International, a woman owned business, has developed an innovative supply chain model that eliminates redundancy at the distributor level. Zorch works exclusively with Fortune 200 companies as their brand ambassadors protecting their logo on merchandise and printed materials. Zorch maintains its stature on an international level providing cohesive brand protection, committing to order accuracy and ensuring significant savings for its clients. Client campaigns and initiatives have been “Zorched” globally, providing clients with warehousing and distribution in more than 120 countries. In 2007 Inc. Magazine recognized Zorch as the 28<sup>th</sup> Fastest Growing Company in America, #1 in Illinois. That same year Entrepreneur Magazine named Zorch the 23<sup>rd</sup> fastest growing woman-led business in the U.S.*

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