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Duane Reade Partners With The Rechargeable Battery Recycling Corporation To Go Above and Beyond New York City's Rechargeable Battery Recycling Ordinance

Duane Reade Exceeds Minimum Requirement by Offering to Recycle Cell Phones, as well as Rechargeable Batteries in All Store Locations

NEW YORK, December 1, 2006 – Duane Reade Holdings, Inc., the leading drug store chain in metropolitan New York, and the Rechargeable Battery Recycling Corporation (RBRC), a nonprofit, public service organization dedicated to recycling used rechargeable batteries and old cell phones, announced today a new partnership to integrate RBRC's recycling program, **Call2Recycle™** in all Duane Reade stores.

This partnership complies with, and goes beyond, the "New York City Rechargeable Battery Law" (Local Law 97) put into effect today, which requires all New York City retailers that sell rechargeable batteries to provide collection boxes to recycle the used batteries. Duane Reade and RBRC have taken the initiative to also offer recycling for cell phones in all Duane Reade stores, including those outside New York State.

The **Call2Recycle™** program, the most comprehensive nationwide rechargeable battery and cell phone recycling program, allows Duane Reade customers to drop off used rechargeable batteries and old cell phones at no cost. RBRC collection boxes are in place at all 249 Duane Reade stores. Duane Reade will recycle used rechargeable batteries found in many commonly used electronic devices such as: digital cameras, laptop computers, PDAs, cordless power tools, camcorders, cordless phones and cell phones for reuse, recycling or proper disposal.

"Duane Reade is committed to maintaining a safe and healthy environment, and our partnership with RBRC underscores our commitment to protecting the environment" said Rick Dreiling, CEO and president of Duane Reade. "By implementing RBRC's **Call2Recycle™** program, our customers can now easily access and conveniently recycle their batteries and cell phones in our many store locations."

"As one of the greenest cities in the country, mandating the proper disposal of rechargeable batteries is one more way that New York City strives to be a leader in environmental efforts. Our partnership with Duane Reade will enable us to play a larger role in this green movement by providing free and convenient battery collection sites throughout the city," said Ralph Millard, executive vice president, RBRC. "We look forward to expanding **Call2Recycle™** in the New York City area and helping more local retailers to institute their own free and easy-to-implement rechargeable battery recycling programs."

About Duane Reade

Founded in 1960, Duane Reade is the largest drug store chain in the metropolitan New York City area, offering a wide variety of prescription and over-the-counter drugs, health and beauty care



items, cosmetics, greeting cards, photo supplies and photofinishing. As of September 30, 2006, the Company operated 250 stores.

About RBRC

The Rechargeable Battery Recycling Corporation (RBRC) is a nonprofit, public service organization dedicated to rechargeable battery and cell phone recycling. There are over 30,000 retail, business, and community collection locations that participate in RBRC's rechargeable battery recycling program. RBRC is funded by more than 300 manufacturers and marketers of portable rechargeable batteries and products. RBRC's public education campaign and recycling program is the result of the rechargeable power industry's commitment to conserve natural resources and prevent cell phones and rechargeable batteries from entering the solid waste stream. Cell phones collected through the **Call2Recycle™** program will be recycled or refurbished and resold when possible with a portion of the proceeds benefiting select charities. Contributions or gifts to RBRC are not tax deductible. For more information, call 1-877-2-RECYCLE or visit www.call2recycle.org.

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