

FOR IMMEDIATE RELEASE

Singapore Environment Council partners Comboutique Asia to support 'Bring Your Own Bag Day' campaign.

- Comboutique Asia launches line of *personalized* eco-friendly tote bags.
- S\$5 to be donated to Singapore Environment Council for every bag sold by Comboutique Asia.
- Funds will be used for SEC's 'Bring Your Own Bag Day' initiative.
- Bags are made of all-natural materials. Bags are produced and printed in Singapore.
- Customers can easily add their own photos, graphics or text and have them printed on the bags via Comboutique Asia's website.
- Bags cost S\$19.90 each. Free delivery in Singapore. 14-day money back guarantee
- Great alternative to standard designs available in stores

Singapore – Sep 9 2009 Comboutique Asia has started selling reusable tote bags through its online service at www.comboutique.asia. What makes their offering unique is, instead of offering pre-designed bags like most other stores, they give customers the ability to *personalize* these tote bags by adding their own photos, designs and text directly via Comboutique Asia's website.

After personalizing your own eco-friendly tote bag, you can order them immediately on the website and receive them within 2 to 3 working days. The bags cost S\$19.90 and that includes free delivery in Singapore and a 14-day money back guarantee.

From now till the 16th of October, Comboutique Asia, in partnership with the Singapore Environment Council, is raising funds for SEC's 'Bring Your Own Bag Day' campaign. S\$5 will be donated to the Singapore Environment Council for every bag sold by Comboutique Asia during this period. Comboutique Asia hopes to raise S\$1,000 in this period.

"We decided there wasn't any point just having a eco-friendly product if we weren't actually contributing to the environmental health of the world and country we live in. We liked the Bring Your Own Bag Day initiative and wanted to really heighten awareness for it whilst also giving customers a unique option to personalize these eco-friendly shopping bags and make them more personal." Jean-Baptiste Flamand, Director of Comboutique says.

Said Howard Shaw, Executive Director of SEC, "Personalized tote bags are a great way to encourage the young and style-conscious to go green with their shopping habits, as they provide a unique avenue for individuals to express their creativity. Customisable reusable bags are certainly a step in the right direction towards a green lifestyle. SEC thanks Comboutique for their support, and wishes them all the best with these bag sales."

About Comboutique

Comboutique is an on-demand, online merchandise service. Founded in 2004 in Paris, France, it is the leader in customized merchandise printing in Europe with operations in France, United Kingdom, Germany and Singapore. The Comboutique service allows customers to design their own t-shirts and mugs, allowing them to express their own creativity and be their own fashion stylists by having unique, custom designed apparel for their own use. The Comboutique service also makes for great personalized gifts for festive or special occasions and even corporate gifts.

All customers have to do is utilize Comboutique's innovative, fun and simple to use 'Design Your Own' interface available at their website, www.comboutique.asia .

About Singapore Environment Council

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation, and a registered charity that strives to nurture, facilitate and co-ordinate environmental awareness and action. SEC's work is founded on three pillars of action – firstly, education and promotion of sustainable development lifestyle concepts, working in partnership with the people, private and public sectors of Singaporean society. Secondly, SEC rewards and affirms environmental excellence through awards schemes and endorsement programmes. Third, the Council conducts programmes to train and build environmental expertise locally through workshops, training courses, and roundtable discussion sessions on a multitude of issues. Over the years, SEC has given strength and bearing to the environmental movement here.

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