



TOM'S OF MAINE
rivers
awareness
PARTNERSHIP



October, 2007

Tom's of Maine is generously providing \$1 million in support over five years to River Network and American Rivers to enhance awareness, understanding and, ultimately, protection of rivers nationwide.

This five-year commitment follows the first phase of the company's rivers program (2001-2006) and continues a deep connection with protecting clean water that goes back to the founding of the company in 1970. Tom and Kate created their first product, a phosphate-free laundry detergent called "Clearlake," because of the damage done by phosphates to our rivers and waterways.

Vision

This is the challenge of the Rivers Awareness program. Our local drinking water, food supply, and economy all depend on healthy rivers. It is our challenge to get people to understand this, to get them to reconnect to the rivers of their communities, and to get excited about protecting these rivers. Given the history and deep values of Tom's of Maine, this is a challenge we should eagerly embrace.

But we won't go at it alone. The key to the success of Common Good Partnerships is partnership. We will begin by partnering with nonprofits actively engaged in river conservation. Our program platform will then enable us to engage like-minded retailers and consumers, educate them about river issues, and make it easier for them to get involved in making a positive difference. In this manner we will greatly increase awareness of and support for rivers, and through shared values, our business will grow. Connected by values and sharing resources we will achieve much greater results than we ever could by ourselves.

Program Objectives

- Increase awareness of the importance of rivers and generate support for rivers conservation by inspiring others to make a difference
- Build the membership, sales, contributions and equity of all involved program partners
- Engage consumers and build an ongoing relationship based on shared values

Specific goals of the five-year Rivers Awareness Partnership include:

- \$1,000,000 donated from Tom's of Maine to American Rivers and River Network
- 30,000 consumers engaged in an ongoing relationship with Tom's to reconnect to the rivers in their own communities
- 10,000 new members to American Rivers and River Network
- \$100,000 in rivers support generated from retailers and consumers
- 20 self-sustaining partnerships forged between retailers and their local river groups
- Significantly increase the number of local watersheds annually assessed and monitored in five multi-state regions.
- 40 additional rivers designated under the Wild and Scenic Rivers Act

“We are very excited to see our Rivers Awareness Partnership taken to the next level and to be working with the two groups that support people who are making a difference for rivers in communities across the country.” Kate Chappell

“We’ve worked hard with our partners to identify real, measurable goals that will make a positive difference for rivers. Our retail partners are also very motivated to connect with local river groups in their communities and get their shoppers involved.” Tom Chappell

About Tom’s of Maine

Founded in Kennebunk, Maine, by Tom and Kate Chappell in 1970, Tom’s of Maine creates effective personal care products using natural ingredients derived from plants and minerals. Tom’s of Maine products—toothpaste, mouthwash, floss, deodorant, shave cream, and soap—do not contain artificial sweeteners, preservatives, colors, flavors, or animal ingredients; are tested for safety and efficacy without the use of animals; are biodegradable; and are packaged in earth-friendly ways. Our philosophy of “Natural Care” guides us in doing what is right for our customers, employees, communities, and environment. We fulfill our Natural Care mission by donating 10% of our profits to charitable organizations; by encouraging our employees to use 5% of their paid time in volunteer work; by adhering to our standards of natural, sustainable, and responsible; and by not testing on animals. Tom’s of Maine products and packaging are designed to be sustainable and recyclable. Each year, Tom’s uses cartons made of 100% recycled paper board. To learn more visit www.tomsomaine.com

“River Network believes that strong community-based groups are our best opportunity to protect and restore our rivers, lakes, streams, estuaries and watersheds. We are very pleased to continue our relationship with Tom’s of Maine’s Rivers Awareness Partnership(TM), and strongly believe that this renewed financial investment will pay great long-term dividends for the preservation of our precious waters for all people, wildlife and future generations.” Don Elder, president of River Network

About River Network

Since 1988, River Network has provided organizational, technical and networking assistance to people working to protect their local watersheds. We help people to build strong organizations, monitor and assess water conditions, use best practices to protect and restore freshwater ecosystems and find solutions to water-related human health problems. With more than 700 partner groups in all fifty states and beyond, River Network is helping build a powerful new watershed protection movement nationwide. To learn more visit www.rivernetwork.org.

“The support of Tom’s of Maine will make a real difference to rivers and communities across the country. We’re going to raise awareness about the importance of healthy rivers and we’re going to encourage individuals to take action on their own rivers. One very tangible result of this partnership will be hundreds more river cleanups taking place on rivers big and small across the country.”

Rebecca Wodder, president of American Rivers

About American Rivers

American Rivers is a national organization standing up for healthy rivers so communities can thrive. Through national advocacy, innovative solutions and their growing network of strategic partners, we protect and promote our rivers as valuable community assets that are vital to our health, safety and quality of life. Founded in 1973, American Rivers has more than 75,000 members and online supporters nationwide, with offices in Washington, DC and the Mid- Atlantic, Northeast, Midwest, Southeast, California and Northwest regions. To learn more visit www.AmericanRivers.org