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For Immediate Release

Give a Cell Phone a Second Life: Solutions for Early Adopters of New Models

Get Paid to Upgrade Your Cell Phone Responsibly

Ann Arbor, Mich.—September 29, 2011—Anticipation and speculation has peaked this week with the release of Apple's invitation to discuss the future of its iPhone. Consumers are now buying new cell phones as frequently as every 15 months. According to Gartner, the worldwide market for smart phones alone grew nearly 80 percent year over year in the first quarter of 2011. The firm predicts some 500 million smart phones will be sold in 2012. Astonishingly, less than 10 percent recycle their old handsets, according to market research firm iSupply.

Save the Environment and Get Paid for It

ReCellular Inc., the world's largest supplier of used cell phones, reprocesses more than 400,000 phones every month. Through ReCellular's SecureTradeIn.com portal, customers can get cash for their phones while safely and securely disposing of them. For example, ReCellular will buy an iPhone 4G 32GB for up to \$300, depending on its condition.

"We give customers a simple, fast and secure transaction, along with competitive rates when they are trading in old phones," said ReCellular CEO Steve Manning. "Reuse is the greenest form of recycling. If a phone gets two or three more lives, it's better for the environment than having to make two or three more phones. We've been in this business a very long time. It's safe, easy and smart to do business with ReCellular."

Given the size of this market, there is a need to boost e-waste recycling. The Environmental Protection Agency estimates that an increase of 1.8 million tons of e-waste was disposed of in landfills in recent years.

Since 1991, ReCellular has kept more than 40 million phones from becoming e-waste that would destroy the environment's fragile ecosystems, as it has a 'zero landfill' policy in place. In 2010, the company resold or safely recycled more than 5.2 million phones.

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About ReCellular, Inc.

With offices in the United States and Hong Kong, ReCellular, Inc. is the world's leading electronics-sustainability firm. We provide solutions for the collection, reuse and recycling of used personal electronics that generate financial return for our partners, quality products for our customers, funding for charity organizations, and protection of the environment. To learn more about ReCellular, please visit www.recellular.com and follow us on [Twitter](#), [Facebook](#) and [YouTube](#).