



FOR IMMEDIATE RELEASE  
December 3, 2009

Contact: Corey Hascall  
207-774-2458 x117  
corey@bartongingold.com

**Environmental Defense Fund Case Study Highlights Poland Spring Efforts to Reduce Truck Emissions**  
*Applauds Poland Spring's commitment to the environment through its 70 percent decrease in idling*

POLAND SPRING, MAINE – Environmental Defense Fund (EDF) today released a case study highlighting Poland Spring Water Company's successful efforts to curb carbon emissions by drastically reducing truck fleet idling time. Poland Spring has long been committed to protecting Maine's environment, continuing to find ways to minimize the impact of its operations in ways that are meaningful to local communities.

In 2007, Poland Spring switched its truck fleet to a non-food grade biodiesel blend fuel which has reduced annual carbon emissions by an estimated 1.8 million pounds, the equivalent of taking approximately 193 cars off the road every year. The company continues to intensify efforts to improve fuel economy and decrease its fleet's carbon dioxide emissions by reducing idling time and lowering top driving speeds. The EDF case study underscores the success of Poland Spring's idling reduction initiative – curbing carbon emissions by 77 tons of CO<sub>2</sub> annually.

"The reduction in idling time by the Poland Spring fleet in just two years was dramatic – dropping 70 percent, from 1,400 hours in February 2007 to 380 hours in February 2009. Poland Spring's use of technology along with individual driver responsibility drove the decrease in emissions. Environmental Defense Fund applauds Poland Spring's efforts to reduce global warming emissions from its fleet," said Jason Mathers, Program Manager, Corporate Partnerships, Environmental Defense Fund.

Chris McKenna, Fleet Manager at Poland Spring states that, "Poland Spring is proud that the Environmental Defense Fund chose to recognize our efforts to help protect the environment of local Maine communities in which we operate. Maine has been our home for over 160 years. Our nearly 800 full-time and seasonal employees and their families come from about 125 local communities. We are committed to doing our part to make Maine a better place to live and work through our environmental stewardship and community partnerships."

Download the full case study at [www.edf.org/greenfleet](http://www.edf.org/greenfleet).  
Review the EDF social media release at <http://pitch.pe/35200>.

**ABOUT POLAND SPRING:** Since 1845, Poland Spring has been investing in Maine and creating good jobs using an abundant, renewable resource. Today, Poland Spring operates three bottling plants in Poland Spring, Hollis and Kingfield. The Kingfield facility, which officially opened in January 2009, represents a \$60 million investment and 40+ new jobs in western Maine. Poland Spring operates additional spring sources in Fryeburg, Poland, Dallas Plantation, Pierce Pond Township and St. Albans. Currently, Poland

Spring is investing \$4.1 million in a new spring water station project in Fryeburg and Denmark, Maine.  
Today Poland Spring:

- Employs nearly 800 full-time and seasonal workers across Maine
- Has invested over \$439 million in capital in Maine since 1992
- Provides about \$40 million to the economy in payroll
- Spends \$65 million directly with other Maine companies
- Has invested over \$2.5 million in community giving since 2000 to support schools, fire and rescue, environmental conservation, and many local and statewide causes

For more information about Poland Spring in Maine visit [www.PolandSpringWorksforMaine.com](http://www.PolandSpringWorksforMaine.com).

###