



www.theplastiki.com
press@adventureecology.com
www.adventureecology.com

DRAFT MEDIA RELEASE

For use: 13 July, 2010

PLASTIKI UNDERWAY ON FINAL LEG OF EPIC VOYAGE FROM SAN FRANCISCO TO SYDNEY

The plastic bottle boat focusing world attention on waste in our oceans encounters heavy weather

Sydney 13 July, 2010: A weekend of wild weather with wind gusts over 60 knots contrasted with the light breezes the Plastiki encountered when she left Noumea last Wednesday to sail the final leg of her epic journey from San Francisco to Sydney. The Plastiki, the 18.2m (60') catamaran engineered from approximately 12,500 reclaimed plastic bottles and srPET, a fully and uniquely recyclable material, originally set sail from San Francisco in March to sail 7,500 nautical miles to Sydney to raise awareness about plastic waste in our oceans.

With strong winds from the SSE testing the boat's innovative construction in the toughest conditions encountered during the voyage to date, the Plastiki now has approximately 700 miles to sail to Sydney and is due here late July.

"Gusts over 60 knots are a fair amount of wind for any boat but Plastiki handled it well," skipper, Jo Royle, the only female on board said.

Other crew members on board Plastiki include: expedition leader and Adventure Ecology founder, David de Rothschild, co-skipper David Thomson, Matthew Grey, Max Jourdan and Vern Moen.

"We're really excited to be finally heading for Sydney. It's been an amazing voyage seeing first-hand the impact of plastic on our oceans and visiting island communities impacted adversely by the waste we all generate. We know that Australians are deeply concerned about minimising their plastic waste – their actions to embrace reusable shopping bags and even ban plastic water bottles in some communities underscore this, but there's much more we can all do," David de Rothschild said.

Made from approx. 12,500 reclaimed plastic PET bottles and featuring the latest in sustainable design technology, the Plastiki is a wonder of engineering and innovation. "It's about recognising that waste is fundamentally a design flaw. If we apply cyclical 'cradle-to-cradle' philosophies rather than linear thinking we can illuminate waste at source," David de Rothschild said.

Once the Plastiki arrives in Sydney, the vessel will be on public display at the Australian National Maritime Museum, Darling Harbour for one month. Special events include talks by David de Rothschild and the crew as well as a public open day at the Museum.

.../2over



www.theplastiki.com
press@adventureecology.com
www.adventureecology.com



The Plastiki expedition is a platform to fuel conversation and find unique solutions to reduce, reuse, recycle, rethink and ultimately refuse our use of single use disposable plastic. One of Plastiki's global goals is to see a reduction in the amount of human made waste heading out to landfill and sea. We believe that with a small shift and some smart thinking it's achievable if we work together on making small changes in our lives like the MyPlastiki pledge www.myplastiki.com

To follow the adventure, feed your curiosity, track the crews' individual stories, witness the challenges that our oceans and its inhabitants face and learn what you can do for our Planet, please log into the expedition's online mission control: www.theplastiki.com for regular updates, GPS positioning, crew blogs, photography and mini-films.

MEDIA INSTRUCTIONS:

CONTACTS: From 1 July, 2010, Momentum2 is managing the media for the Plastiki's arrival.

Kim McKay: +61 2 9331 3577 or + 61 (0)418 440626; kmckay@momentum2.com.au
Minta Burn: +61 2 9331 3577 or + 61 (0)450 872384; mburn@momentum2.com.au

ACCREDITATION: All media must register in advance with Momentum2 to receive media accreditation for the Plastiki's arrival in mid-July. Email mburn@momentum2.com.au

INFORMATION: Photography, b-roll and press information available online at www.theplastiki.com/press

.../3over

PLASTIKI PARTNERS:

About International Watch Co. Ltd: Official Partner

IWC Schaffhausen has been setting standards in technological development and highly complicated Haute Horlogerie for more than a century. The International Watch Company, founded in 1868, has established a world reputation for itself as a Swiss watch manufactory with a long heritage and a passion for ingenious inventions, innovative solutions and technical refinements. IWC Schaffhausen is committed to taking responsibility toward the environment and has been certified a CO2-neutral enterprise.

IWC has cut 750 tons of annual CO2 emissions in half since 2001, and aims to reduce emissions to 100 tons by 2010. It used environmentally responsible building techniques for new production wings at its headquarters in Schaffhausen, Switzerland, in 2001, significantly reducing CO2 emissions and keeping overall energy consumption constant for five years. www.iwc.com. IWC Schaffhausen has supported Adventure Ecology and David de Rothschild as official Partner since 2007. “As a company which holds the environment dear, IWC is very proud of David de Rothschild and of the fact that, with our support, he is using his adventurous voyage to show the consequences of the modern way of life and providing an impetus for innovative suggestions of how to solve the ecological problems of our age,” states Georges Kern, CEO of IWC Schaffhausen.

About Hewlett-Packard Company: Official Technology Partner

HP and the environment

For decades HP has been an environmental leader, driving company stewardship through its HP Eco Solutions program, which spans product design, reuse and recycling as well as energy and resource efficiency. HP influences industry action by setting high environmental standards in its operations and supply chain, by providing practical solutions to make it easier for customers to reduce their climate impact and through its research on sustainability solutions that support a low-carbon economy. More information is available at <http://www.hp.com/ecosolutions>. HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>

About Inmarsat: Global Satellite Communications Sponsor

Inmarsat plc (LSE: ISAT) is the leading provider of global mobile satellite communications services. Since 1979, Inmarsat has been providing reliable voice and high-speed data communications to governments, enterprises and other organizations, with a range of services that can be used on land, at sea or in the air. The company's services are delivered through a global network of more than 400 distribution partners and service providers operating in 100 countries. For the year ended 31 December 2008, Inmarsat plc had total revenue of US\$ 996.7 million (2007: US\$576.5 million) with an EBITDA of US\$531.2 million (2007: US\$388.1 million). For more information, please visit www.inmarsat.com.

About Kiehl's: Supplier

Kiehl's was founded as an old-world apothecary in New York's East Village neighbourhood. Its unique and extensive background represents a blend of cosmetic, pharmaceutical, herbal, and medicinal knowledge developed and passed on through the generations. The spirit of discovery and the exhilaration of exploration have been espoused by Kiehl's extended family from the company's earliest days. Kiehl's is humbly honoured to support the eco-adventurous Plastiki Expedition team since 2008 and to welcome them into the Kiehl's heritage. In 1988, Kiehl's proudly supported a successful ascent without oxygen of Mt. Everest's East Face. In 2002, the company sponsored the Antarctica Expedition of Mt. Vinson and in 2005, Kiehl's supported the "Greenland First Ascent" expedition, the inaugural climb of peaks rising from the island's ice covered glaciers where a team returned from their journey with first-hand accounts of the effects of global warming. In addition between 2003-2007 Kiehl's supported the annual Kiehl's Badwater Ultra-marathon, a 135-mile non-stop footrace through Death Valley. Kiehl's believes in minimizing environmental impact by utilizing minimal product packaging and 100% PCR materials whenever possible and initiating a world-wide recycling program in freestanding stores. Kiehl's products are available at www.Kiehls.com, freestanding stores, as well as through select specialty retailers worldwide.