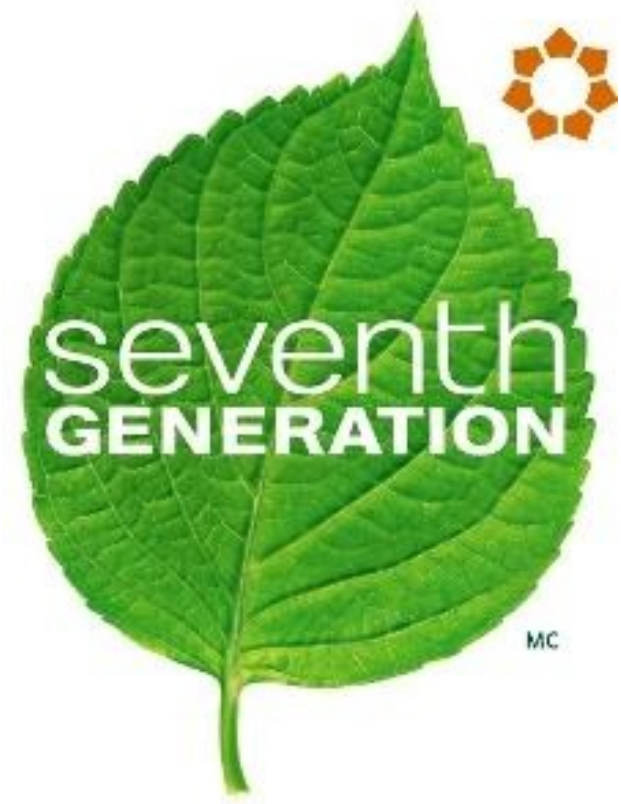
Seventh Generation Donation of $90,000 Worth of Diapers Supports Mothers In Need

December 22, 2010



MONTREAL (RPRN) 12/22/10 — Seventh Generation is lending its support to 13 shelters for women across Quebec and Ontario this holiday season with a contribution of $90,000 worth of diapers as part of the company's CHANGES program launched last August. The leading North American brand of environmentally responsible household, baby and personal care products matched every in-store purchase of Seventh Generation diapers made throughout August 2010 in Quebec and Ontario with a donation of one pack of diapers to women's shelters in both of these Provinces. A total of 6000 packs of Seventh Generation chlorine-free diapers have been delivered to select shelters this month.

Each year in Canada, more than 100,000 women must temporarily seek refuge from difficult life circumstances in a shelter home. In many cases, these women are mothers with babies. Seventh Generation is proud to support the non-profit organizations that provide shelter and care to women and children with its recent donation, in addition to donating 10% of its annual profits to the community. About Seventh Generation Seventh Generation is committed to being the most trusted brand of household and personal-care products for your living home. Our products are healthy solutions for the air, surfaces, fabrics, pets and people within your home -- and for the community and environment outside of it. Seventh Generation also offers baby products that are safe for your children and the planet.

The company derives its name from the Great Law of the Iroquois Confederacy that states, "In our every deliberation, we must consider the impact of our decisions on the next seven generations." Every time you use a Seventh Generation product you are making a difference by saving natural resources, reducing pollution, and making the world a better place for this and the next seven generations. For information on Seventh Generation products, to find store locations, and explore the company's website visit www.ca/seventhgeneration.com. For information on Seventh Generation Changes program, visit: http://ca.seventhgeneration.com/changes

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