



FOR IMMEDIATE RELEASE

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**Waste Management of Iowa and Keep Iowa Beautiful Team Up
To Promote Sustainability in the Des Moines Metro Area**

Des Moines, IA (April 16, 2008) – As Keep Iowa Beautiful (KIB) works to transform the Des Moines Metro community, it now has help from Waste Management, Inc., the leading provider of comprehensive waste and environmental services in North America. Keep Iowa Beautiful is one of fifteen community recipients of Waste Management’s 2008 Keep America Beautiful Target City Awards program, a national initiative designed to improve communities and promote sustainability.

The Target City \$5,000 Award will be presented by Keep America Beautiful President and CEO, Matt McKenna, at the KIB 4th Annual Symposium at the DMACC-Newton campus on April 18th. The check presentation will kick-off a training program for KIB’s “Building Tomorrow’s Neighborhoods”, an environmental education program targeted to naturalists, recycling coordinators, and other environmental professionals that work with local schools and neighborhoods on community enhancement efforts.

“This special Waste management awards program will be a powerful catalyst for education and environmental stewardship,” said Matthew M. McKenna, President and CEO of Keep America Beautiful, Inc. “We are thrilled to have Waste Management sponsoring this important city program. This kind of support is critical to helping keep our country clean and beautiful, and to educating people about important quality of life issues.”

Keep Iowa Beautiful is a designated recipient of the 2008 Target City Award and earned this distinction through its efforts as part of Keep America Beautiful’s national network, the nation’s largest grassroots beautification, litter prevention and community improvement network.

“Partnerships are key to improving the quality of life in the Des Moines Metro Area,” stated Kent Harrell, Waste Management Regional Manager. “Waste Management is proud to support the extraordinary efforts of Keep Iowa Beautiful and its volunteers.”

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About Waste Management, Inc.

Waste Management, Inc. is the leading provider of comprehensive waste and environmental services in North America. Based in Houston, TX, the company serves municipal, commercial, industrial, and residential customers throughout North America. The company is strongly committed to a foundation of financial strength, operating excellence, and professionalism. For more information about Waste Management, go to www.wm.com

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. This national nonprofit forms public-private partnerships and programs that engage individuals to take greater responsibility for improving communities through litter prevention, waste reduction and beautification efforts. The Great American Cleanup is one of its many programs that encourage people to care for communities through volunteer participation. For additional information, visit www.kab.org