



**FOR IMMEDIATE RELEASE**

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**Java-Log Introduces New Crackling Firelog that Produces 80 Percent Less Emissions than Wood**

**(Muncie, IN, U.S.A – March, 2007)** – Java-Log®, the first and only manufactured firelog to harness the power of coffee for a clean burn, has launched a new generation firelog that produces 80 percent less air emissions than wood. The new Java-Log Crackling Firelog has an all renewable, organic non-petroleum wax base made from recycled coffee grounds, 100 percent recycled packaging, and a pleasing real wood fire “crackle” sound. This next generation Java-Log firelog is quickly becoming the industry standard for clean burning fireplace alternatives.

Consumers are demanding cleaner burning fireplace products. There is increased concentration globally on environmental issues, including safe fireplace and stove use, along with clean air and landfill waste concerns, leading to increased consumer awareness. Java-Log offers a clean air report card by producing 80% less Carbon Monoxide and Particulate Matters (air emissions) compared with wood.

"We performed extensive testing on the new Java-Log to confirm that it burns well and with 88 percent less creosote per typical fire compared with oak cordwood," ensures Dr. James Houck, President, OMNI Environmental Services.

The Chimney Safety Institute of America (CSIA) has launched a national campaign to help promote and educate consumers that Java-Log is the preferred cleaner burning firelog for home use. "We appreciate the innovative thinking Java-Log brings to the U.S. marketplace," says CSIA Executive Director, Mark McSweeney. "With CSIA Accepted Product status, Java-Log offers solutions to the emissions issues associated with traditional fireplace use."

In addition to improved air emissions, Java-Log recycles more than 10 million kilograms of coffee waste each year. "By reusing the waste generated by the world's most popular beverage, we've provided consumers an easy way to help in the global effort to reduce global warming," says Rod Sprules, inventor of the Java-Log.

Java-Log Crackling Firelogs are available at national retailers in the US and Canada. Java-Log® is one of the many well-known Brands in the Jarden Home Brands portfolio, also including Ball®, Bernardin®, Diamond®, Kerr®, and Pine Mountain®.

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**Jarden Corporation** Rye, N.Y, U.S.A. is a leading provider of niche consumer products used in and around the

home. Jarden operates through a number of well recognized brands, including: Branded Consumables: Ball(R), Bee(R), Bicycle(R), Crawford(R), Diamond(R), First Alert(R), Forster(R), Hoyle(R), Java-Log(R), Kerr(R), Lehigh(R), Leslie-Locke(R), Loew-Cornell(R), Pine Mountain(R) and Starterlogg(R). Consumer Solutions: Bonaire(R), Crock-Pot(R), FoodSaver(R), Harmony(R), Health o meter(R), Holmes(R), Mr. Coffee(R), Oster(R), Patton(R), Rival(R), Seal-a-Meal(R), Sunbeam(R), VillaWare(R) and White Mountain(TM); and Outdoor Solutions: Campingaz(R) and Coleman(R). Headquartered in Rye, N.Y., Jarden has over 20,000 employees worldwide.

For more in-depth product information, visit [www.jarden.com](http://www.jarden.com), [www.freshpreserving.com](http://www.freshpreserving.com), [www.diamondbrands.com](http://www.diamondbrands.com), [www.conros.com](http://www.conros.com), [www.java-log.com](http://www.java-log.com).

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