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ECOATM PILOTS FIRST AUTOMATED ECYCLING STATION THAT PAYS CONSUMERS DIRECTLY IN CASH FOR USED PHONES Pilot Installation at Westfield North County Mall in San Diego

San Diego, Calif., February 4, 2010 – ecoATM, the only company to provide automated systems for recycling consumer electronics, announced today it has installed an ecoATM Automated eCycling Station at Westfield North County Shopping Mall in Escondido, CA. This will be the first pilot program in which an ecoATM Automated eCycling Station will provide cash for used phones.

Westfield North County (<http://westfield.com/northcounty/>) serves more than 10 million visitors annually and is home to a large variety of mobile phone retailers offering new mobile phones from Verizon, AT&T, Sprint, T-Mobile, and Apple. The ecoATM kiosk is located on the second floor next to the escalators.

“ecoATMs provide a quick and convenient method for consumers to check real-time market prices for their used phones and then sell them back on the spot when they decide to upgrade to a new phone or if they simply want to clean out the electronic clutter from their homes,” said Tom Tullie, ecoATM Chairman, President, and CEO. “The large number of wireless dealers at Westfield North County, combined with the fact that this is the first ecoATM pilot where we pay consumers directly in cash, leads us to believe we should see a great response to this pilot.”

About ecoATM

Based in San Diego, CA, ecoATM provides a convenient in-store trade-in solution that benefits consumers, electronics retailers, and consumer electronics manufacturers. ecoATM is the only company to develop patent-pending Automated eCycling Stations that visually and/or electronically inspect virtually any consumer electronic device, connect them with secondary market buyers and recyclers through pre-auction/auction systems, and administer trade-in promotions for retailers and manufacturers.

Since starting its pilot programs lastfall, ecoATM has won several noteworthy awards:

- Connect's Most Innovative Product Award in the CleanTech category
- Coinstar's Next Big Idea Contest and
- San Diego Venture Group's Tenth Annual 'Pitchfest' Winner

For more information, please visit www.ecoATM.com.

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