

FOR IMMEDIATE RELEASE

**WASTE NEWS LAUNCHES SUSTAINABILITY AND COMPLIANCE
CONFERENCE FOR HAULERS AND RECYCLERS**

AKRON, OHIO - February 27, 2008 - Waste News, the leading news source about waste and environmental management, is launching a new technology event for waste haulers and recyclers. The *Waste News Sustainability and Compliance Conference* is scheduled for Aug. 5-6 in Nashville, Tenn. Routeware Inc., a leading supplier of integrated hardware and software solutions for the waste industry and commercial fleets, is co-organizer of the event.

The conference will feature speakers from business and government, providing haulers and recyclers a better understanding of sustainable business practices and environmental compliance. By focusing on technology, this conference will give attendees the opportunity to learn practical solutions and enable them to better compete for bids, achieve efficiencies and improve their bottom lines. The conference will bring together haulers, recyclers, government regulators, municipal waste and recycling officials, software providers and equipment manufacturers from across the country.

"Sustainability is on the lips of most business leaders today," said Robert S. Simmons, Publisher of Waste News. "This event will illustrate what sustainability really means to our industry in dollars and cents. Some forward-thinking business models have shown that being green can translate into positive revenue streams. Waste haulers and recyclers need to know that model, too."

"Moving sustainability from broad ideas to on-the-ground implementation is a challenge for our industry," said Robert A. DeKoning, President and CEO of Routeware, Inc. "This conference will show how technology and process can work together to create world-class sustainability initiatives. Everyone involved with the waste collection process can benefit - and profit - from these techniques".

Waste News soon will announce more details, including pre-registration, speaker information and agenda. Companies interested in sponsorships and individuals interested in speaking should contact Waste News and Routeware, Inc., respectfully.