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Tekserve and The Lower East Side Ecology Center to Host eWaste Recycling Drives as New York State Electronic Waste Law Goes Into Effect

New York, NY – March 21, 2011 – It's business as usual for Tekserve, New York's largest independent Apple store and service facility, as a new electronic waste law goes effect April 1, requiring manufacturers of electronic equipment to offer free recycling programs for residents, small businesses and not-for-profits. Through its longstanding partnership with The Lower East Side Ecology Center, Tekserve will be hosting its quarterly recycling drive in front of the store on Saturday, April 16th. Additionally, the drives will continue on Saturdays, May 7th and May 14th and Sunday, May 22nd in separate locations in Manhattan.

The upcoming recycling drive will mark the first Tekserve hosted event since the new electronic waste law went into effect. Partners since 2007, Tekserve and the Lower East Side Ecology Center will be building off the success of their most recent electronic waste recycling campaign held in January, which collected more than 100 tons of unwanted electronics from thousands of New Yorkers. Like previous drives, Tekserve will accept any type of working and non-working computers, monitors, printers, scanners, keyboards, mice, cables, TVs, VCRs, DVD players, phones, audio/visual equipment, cell phones and PDAs from households, small businesses and not-for-profits.

“As significant as the New York electronic waste law is, it really doesn't change much for us since we've been working with the Lower East Side Ecology Center to recycle unwanted electronics since 2007,” said Tekserve project manager August Guyot. “We're proud to have offered free recycling programs long before the new laws went into effect, and we're deeply committed to protecting the environment and giving New Yorkers an opportunity to do the same—that hasn't changed, and, in fact, we're focused on expanding this initiative by adding new recycling drives and locations. By no means, do we plan on resting on our laurels.”

For a full listing of drop-off locations, plus interviews and video footage from previous events, please visit: <http://www.tekserve.com/recycling>

About The Lower East Side Ecology Center

The Lower East Side Ecology Center is developing permanent drop-off locations that will include a reuse program, job training opportunities, and affordably priced refurbished electronics. The Lower East Side Ecology Center works toward a sustainable NYC by offering community-based recycling and composting programs, developing stewardship of green space, and increasing community awareness, involvement and youth development through environmental education program. For more information, visit lesecologycenter.org or call (212) 477-4022.

About Tekserve

Tekserve is New York's largest independent Apple store and service facility, “For All Things Apple—Only in New York. Only on 23rd.” Tekserve has been serving the local New York City community for over 20 years, offering the newest family of Macs, iPods, the iPad, plus

the City's best selection of accessories, cases, bags, and gear. Tekserve also offers while-you-wait configuration; service and repairs; mobile broadband service; software; professional audio, video, and graphic solutions; rentals; seminars; training; data recovery; on-site service; and good advice. For more information, visit www.tekserve.com or call (212) 929-3645.