

**CAREY HAMILTON ELECTED TO
KEEP AMERICA BEAUTIFUL'S BOARD OF DIRECTORS**

--Local leader to represent national network of affiliated organizations on national board--

STAMFORD, Conn. (Jan. 14, 2011) -- Keep America Beautiful, Inc. (KAB) announces the appointment of Carey Hamilton, executive director of Indiana Recycling Coalition, to represent the interests of KAB's State Recycling Organization partners to KAB's national Board of Directors.

"In order to build upon Keep America Beautiful's role in recycling and waste reduction, we need strong voices and experienced practitioners from within the SRO community," said Matthew M. McKenna, president and CEO of Keep America Beautiful, Inc. "Carey Hamilton leads a dynamic organization in Indiana, and her experience will help KAB to develop and implement new tools to systems to increase recycling awareness and access nationwide."

"I am pleased to join the board of this impactful organization as its focus on waste reduction and recycling is expanding," said Hamilton. "There is much work to be done and I believe KAB is quickly becoming a leader in advancing waste reduction and recycling across the United States."

Hamilton has served as IRC's executive director since 2008 following a career in environmental consulting and advocacy. She has previously served as a program manager for the Indiana Department of Environmental Management, where she specialized in air-quality issues. Under Gov. Frank O'Bannon, Hamilton led the Indiana Greening the Government Program in 1999 and 2000, overseeing environmental practices for 700 state offices.

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 their community environments. For more information, visit www.kab.org.