

## **TheGadgetLocker.com Goes Green with iPod Recycle Program**

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Macintosh and iPod accessory retailer, TheGadgetLocker.com, today announced the launch of a new innovative “green” initiative designed to give customers a convenient means of properly disposing of old iPods, and receiving a financial incentive for doing so.

SELDEN, NY (PRMAC) – May 31, 2007 – Macintosh and iPod accessory retailer, TheGadgetLocker.com, today announced the launch of a new innovative “green” initiative designed to give customers a convenient means of properly disposing of old iPods, and receiving a financial incentive for doing so.

Dubbed simply the iPod Recycle Program, the new initiative works easily. Customers wishing to dispose of their no-longer-usable iPods just visit the iPod Recycle Program page on the TheGadgetLocker.com website at [www.thegadgetlocker.com](http://www.thegadgetlocker.com). Once there, they need only click the ‘Add To Cart’ button, followed by the ‘Checkout’ button. That’s all there is to it. Within one business day, customers receive complete shipping instructions for their old iPods; TheGadgetLocker.com even provides the shipping label and pays all shipping costs.

Once TheGadgetLocker.com receives the old iPod, the customer receives redeemable reward points worth \$20 in their GadgetVault VIP Reward Points account. Customers can use their reward points toward any future TheGadgetLocker.com purchase. “We’re committed to providing our customers with a convenient green alternative for the proper disposal of old iPods,” said TheGadgetLocker.com founder and president, Joe Ryan. “We want our customers to not only enjoy all of TheGadgetLocker.com’s great products, but a healthier, cleaner planet as well.”

Complete details regarding TheGadgetLocker.com’s iPod Recycle Program are available at [www.thegadgetlocker.com](http://www.thegadgetlocker.com). Customers can also join the GadgetVault VIP Rewards Program free of charge by visiting [www.thegadgetlocker.com](http://www.thegadgetlocker.com) and clicking of the Rewards link located at either the top or bottom of the page.

TheGadgetLocker.com:  
<http://www.thegadgetlocker.com>

iPod Recycle Program:  
[http://www.thegadgetlocker.com/product\\_info.php/products\\_id/2767](http://www.thegadgetlocker.com/product_info.php/products_id/2767)

### About TheGadgetLocker.com

TheGadgetLocker.com stands as a recognized leader in the sales of Macintosh, iPod, and other popular high-tech products and accessories. Located in Selden, NY, TheGadgetLocker.com serves local customers with its physical storefront, and a large and ever-growing global customer base through its popular web property, [www.TheGadgetLocker.com](http://www.TheGadgetLocker.com).

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