

Immediate Release — (May 13, 2009)

**Introducing Float Rope Doormats with a Worthy Purpose
Help Northern Right Whales, Maine Lobstermen, and the Environment
Made from 100% Recycled Float Rope — Hand-woven by Local Maine Crafters**

Maine Float-Rope Company (Waldoboro, ME) — What's special about the Down East Doormats™? They are made from recycled float rope. Starting in April 2009 lobstermen can no longer use float rope to tie their traps together. The problem with float rope is Northern Right Whales can get entangled and may suffer injury and death. Lobstermen need to replace float rope with sink rope, which is more expensive.

The Maine Float-Rope Company introduced the recycled mats at New England Products Trade Show in Portland, Maine in late March and won the "Best New Product" award.

Penny Johnston, Green entrepreneur, mat designer, and founder of The Maine Float-Rope Company points out, "Virtually all decent doormats will clean your shoes, but our line of Down East Doormats™ actually serves a more worthy purpose."

"By making the mats from 100% reclaimed, recycled float rope," Penny says, "We help save Northern Right Whales, and by buying float rope from local lobstermen we help them offset the higher cost for sink rope, and by reusing the plastic float rope we keep it out of landfills. It's a win-win solution that makes sense. And these mats will clean your shoes like all get out."

Features of the Down East Doormats™:

- Made from 100% Recycled Float Rope used by Maine lobstermen.
- Traps dirt, mud, snow and sand like no other mat. It's reversible and weatherproof.
- Clean up is a snap — just shake the mat out or hose it down; it's quick drying too.
- Colorful and esthetically pleasing the mats stand out.
- Virtually indestructible — resistant to mildew, mold, sun, and salt water.
- The mats do not retain water or harbor insects like natural fiber mats.
- Down East Doormats™ come in a variety of colors, patterns and sizes (18" x 30" and 24" x 36")
- Each mat is one of a kind, hand-woven by local crafters in Maine.
- Perfect for the home, cottage, boat, pool and more...

Giving Back: Maine Float Rope Company Commitment

The Maine Float-Rope Company gives a percent of its profits to organizations and projects that helps protect the Northern Right Whale, help Maine lobstermen, and helps support environmentally sound practices on land and in the Gulf of Maine.

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Photos: Available at the web site.