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Green Project and Wiley Announce Licensing Agreement

Inkjet and Toner Cartridges For Dummies Debut at CES

LOS ANGELES – Jan. 4, 2011 – Fast-growing [Green Project](#), an innovative and environmentally dedicated supplier of refurbished ink and toner cartridges, today announced a licensing agreement with brand icon [John Wiley & Sons, Inc.](#) Green Project, with support from Wiley, will launch its line of [Inkjet and Toner Cartridges For Dummies](#) at the 2011 [International Consumer Electronics Show](#) (CES) on Jan. 6, 2011. For Dummies® is a branded imprint of Wiley.

The new product line, available for use with all major inkjet printers, is designed to provide consumers with high-quality, cost-effective and environmentally conscious [inkjet](#) and [toner](#) cartridges. The products will be underscored by the familiar, trusted and easy-to-understand For Dummies brand offering, which includes memorable yellow and black packaging and the whimsical Dummies Man icon.

“Every year, millions of cartridges are dumped into our landfills and serve as major hazards to the environment,” said Joseph Wu, president of Green Project. “Together with Wiley, Green Project hopes to educate consumers, leveraging the power and recognition of the For Dummies brand, on the benefits of remanufactured cartridges, which make replacing ink cartridges easy, affordable and environmentally friendly.”

Green Project specializes in providing affordable, high-quality, recycled inkjet and toner cartridges. Paired with the For Dummies brand, Green Project will offer customers practical, how-to support and greater knowledge of the environmental benefits of the refurbished products. Green Project’s new offering will enable buyers to make eco-friendly selections backed by the ease and credibility of the nationally recognized For Dummies brand.

“The For Dummies brand has been publishing books on green environmental topics for years, as part of our commitment to enrich people’s lives by making knowledge accessible. Wiley is therefore pleased to work with Green Project on this remanufacturing program for ink and toner cartridges,” said Marc J. Mikulich, VP Brand Management & International Rights at Wiley.

Inkjet and Laser Toner Cartridges For Dummies are compatible with Canon, Dell, Brother, Lexmark and Hewlett Packard printers. The product line is expected to appear in national retail outlets in the first to second quarter of 2011.

The new For Dummies ink and toner products will debut Thursday, Jan. 6, at the 2011 International Consumer Electronics Show in the South Hall Upper Level and Connector #37002. For pricing and availability, interested buyers can contact Green Project at 626-961-2688 or info@greenproject.com.

Green Project, Inc.

Based in Hacienda Heights, Calif., Green Project Inc. is a fast-growing start-up that specializes in recycling ink and toner cartridges. The company provides products for all of the major manufacturers of inkjet printers, including inkjet cartridges and laser toners. The company has a strong environmental orientation and has chosen to focus on providing recycled products, thus saving the earth from further environmental harm caused by discarded inkjet cartridges and used ink. More information is available at www.greenprojectinc.com or www.inkfordummies.com.

About For Dummies®

After nearly 20 years and with more than 200 million copies printed, For Dummies is the world's bestselling reference series, well known for enriching people's lives by making knowledge accessible in a fun and easy way. Loyal customers around the globe agree that For Dummies is "more than a publishing phenomenon ... [it is] a sign of the times," [*The New York Times*]. The books span every section of the bookstore, covering topics from health to history, music to math, sports to self-help, technology to travel and more. The For Dummies brand presence is further expanded with the addition of eBooks, a corporate custom publishing program, a robust consumer website and a licensed product line that includes consumer electronics, culinary, crafts, video, software, musical instrument packs, home improvement, automotive, game and more. For more information, visit Dummies.com. For Dummies is a branded imprint of Wiley.

About Wiley

Founded in 1807, John Wiley & Sons, Inc. has been a valued source of information and understanding for more than 200 years, helping people around the world meet their needs and fulfill their aspirations. Wiley and its acquired companies have published the works of more than 400 Nobel laureates in all categories: Literature, Economics, Physiology or Medicine, Physics, Chemistry, and Peace.

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