

**Contacts****Kent Martin**
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952.930.1754tolson@arcainc.com**For Immediate Release****AMEREN MISSOURI ACHIEVES MAJOR ENVIRONMENTAL MILESTONES
WITH REFRIGERATOR RECYCLING PROGRAM
11,000th Appliance Collected at Customer's Home**

ST. LOUIS (July 20, 2012) - Ameren Missouri and Appliance Recycling Centers of America, ([ARCA](#)) have recognized a St. Louis customer for her donation of the 11,000th appliance to Ameren Missouri's Refrigerator Recycling Program.

"Ameren Missouri has been proud to sponsor the refrigerator recycling program because of the benefits it offers not only our customers but also the environment," said Dan Laurent, manager of Energy Efficiency programs for Ameren Missouri. "The Refrigerator Recycling Program is part of our focus on energy efficiency, which not only helps our customers manage their energy costs but is also a resource to help us meet our customers' future energy needs."

The Refrigerator Recycling Program, which started in 2009, provides Ameren Missouri residential electric customers with a \$35 rebate to recycle their spare, working refrigerators or freezers. The appliances, which are picked up from customers' homes and are properly recycled in a local recycling center, provide both an energy savings opportunity and a convenient and environmentally friendly solution for the disposal of old, working refrigeration appliances.

Since Ameren Missouri launched its program, more than one million pounds of materials that otherwise would have gone to landfills have been recycled.

"I was surprised when I learned I had helped Ameren Missouri reach this milestone," said Mary Ingoldsby, the St. Louis customer whose refrigerator was the 11,000th unit donated to the program. "I'm especially glad I'm not wasting money on my old refrigerator any longer!"

A 20-year old refrigerator or freezer can consume two to four times more energy annually than a new model, and by getting rid of an older spare appliance, a homeowner can save up to \$100 a year on their energy bills.*

For additional program information please visit [ActOnEnergy.com](#) or call 877.341.2187.

About Ameren Missouri

Ameren Missouri has been providing electric and gas service for more than a century, and our electric rates are among the lowest in the nation. We serve 1.2 million electric and 127,000 natural

gas customers in central and eastern Missouri. Our mission is to meet their energy needs in a safe, reliable, efficient and environmentally responsible manner. Our service area covers 63 counties and more than 500 towns, including the greater St. Louis area. For more information, visit AmerenMissouri.com.

About ARCA

ARCA's (NASDAQ:ARCI) three business components are uniquely positioned in the industry to work together to provide a full array of appliance-related services. Twenty Company-owned stores under the name ApplianceSmart, Inc.® sell new appliances directly to consumers and provide affordable ENERGY STAR® options for energy efficiency appliance replacement programs; ARCA's regional centers process appliances at end of life to remove environmentally damaging substances and produce material byproducts for recycling for over 200 utilities in the U.S. and Canada; and ARCA Advanced Processing, LLC employs advanced technology to refine traditional appliance recycling techniques to achieve optimal revenue-generating and environmental benefits. ARCA is also the exclusive North American distributor for UNTHA Recycling Technology (URT), one of the world's leading manufacturers of technologically advanced refrigerator recycling systems and recycling facilities for electrical household appliances and electronic scrap.

**Source: www.epa.gov*

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