IT ASSET RETIREMENT

RE-NEWS

CASCADE ASSET MANAGEMENT'S CUSTOMER NEWSLETTER

Quick Facts and Figures

Since Cascade opened in April, 1999, we've:

- Collected and Processed over 60 million pounds of old electronics
- Paid more than $8.9 million in rebates to customers
- Refurbished and resold, redeployed or donated over 1,014,000 IT assets
- Demanufactured and recycled over 725,000 cathode ray tubes
- Kept more than 2.9 million pounds of lead out of landfills
- Donated more than $277,000 worth of computer equipment to charities in partnership with our customers

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Cascade attains "Best in Class" recognitions

Cascade has recently been recognized by several industry groups as a leader in its field. These awards, certifications, and recognitions validate Cascade's ability to deliver innovative, quality IT Asset Disposition services to our clients.

The **Basel Action Network** (www.BAN.org), a global toxic trade watchdog organization, announced that Cascade, is now e-Stewards Certified®, adhering to the world's highest standards for socially and environmentally responsible recycling.

A 60 Minutes expose entitled "Following the Trail of Toxic e-Waste," that aired in late 2008, left viewers wondering if their best intentions to recycle hazardous electronic products had gone awry. The piece featured a seemingly responsible recycling company collecting e-waste from Denver residents and surreptitiously shipping it to poor countries where it was being dumped and burned. BAN was an integral part of the investigation.

"In the absence of leadership or laws requiring responsible electronics recycling here in the United States, our organization felt it was necessary to create a program to help organizations and individuals find a responsible recycler. Certified e-Stewards Recyclers have undergone a rigorous independent audit process to ensure they are not simply dumping this toxic waste on developing countries under the guise of "recycling", said Jim Puckett, BAN's Executive Director. "As a Certified e-Stewards Recycler, Cascade Asset Management ensures its customers that their old electronics will be recycled responsibly."

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Cascade was also recently identified by IT market research firm **Gartner** as one of only 13 North American firms (out of literally thousands of service providers in this space) included in its inaugural "IT Asset Disposition Magic Quadrant" report.

The qualification process included rigorous customer interviews, an evaluation of service capabilities, and comparison to other vendors.

Gartner noted Cascade's strengths as:

- Strong chain of custody process
- Excellent environmental commitment
- Offers a wide range of ITAD services

Gartner members and others can order a full copy of the report (ID number G00201121) through www.gartner.com.

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Finally, Cascade was recognized for the third time in the last four years by Inc. Magazine as one of the fastest growing private companies in America.

Cascade ranked 20th among Wisconsin companies. The company earned an overall rank of 2,870, with three-year revenue growth of 76%.

"It is an honor to again be included in the Inc. 5000 list," says Neil Peters-Michaud, Cascade CEO and Co-Founder. "Our continued growth and success is a testament to the commitment of our employees and partners to our valuable customers."

Coast to Coast IT Asset Retirement Solutions, with Processing and Technical facilities across the United States

Orlando, Florida * Indianapolis, Indiana * Madison, Wisconsin * Los Angeles, California

Data lurk on laptop AirCards

When you and your staff use a wireless network "AirCard" to connect to the Internet remotely, personal information may be stored on these devices. As with other, small portable data storage devices, it is easy to misplace AirCards—putting you at risk for unauthorized data loss.

Cascade recently evaluated a variety of manufacturer AirCards to determine how they store personal data and investigated methods for clearing this data. We evaluated Qualcomm 3G CDMA cards used by Sprint and Verizon and manufactured by Sierra Wireless and Novatel Wireless.

Cascade first tested to see whether any AirCards could successfully access their wireless network accounts. Both Sprint and Verizon offer client software available for free download from their websites. Once this software is installed on a PC, these cards can be inserted into the PCMCIA slots. In each test case, the AirCards tried to connect to their service provider, but failed, because the service had been cancelled. This is a good lesson on the need to cancel service when AirCards are retired.

Using the same OEM software tools, we were then able to view the user names and phone numbers assigned to each card. We called a sample of these numbers and got voicemail messages in each case. This could present both a security risk to clients as well as being a nuisance for the user.
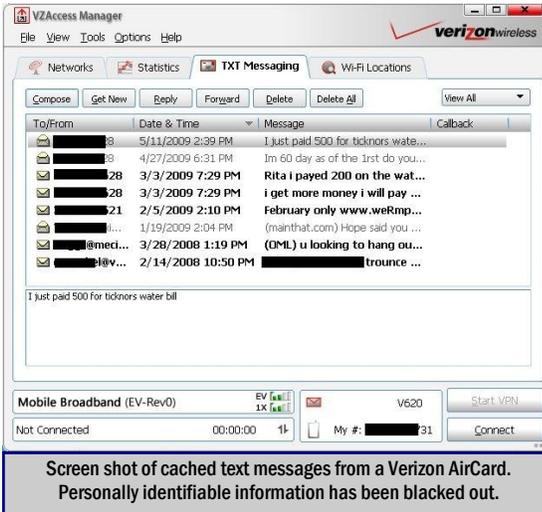
Finally, the many of the cards also cache text messages (see picture). The OEM software tool allows you to "delete" these messages, but they can still be retrieved through a number of data recovery programs. A simple "Google" of "unlock CDMA AirCards" brings up a number of data restoration programs.

Since these AirCards rely on solid state memory technology, different manufacturers install different reset protocols on their cards. In order to clear off data effectively, you must research and identify the appropriate wiping technology.

Cascade performs this work on all AirCards and other mobile devices that store data. If no effective wiping tool is available, or the data cannot be fully overwritten, then Cascade will destroy the cards by shredding and recycling them.

Screen shot of cached text messages from a Verizon AirCard. Personally identifiable information has been blacked out.

Cascade provides services throughout Canada

Cascade customers with Canadian operations can now benefit from Cascade's new relationship with GEEP—the Global Electric Electronic Processing corporation. GEEP is the largest e-scrap company in Canada with six processing facilities spanning the country (see map).

GEEP has been audited by Cascade against the rigorous e-Stewards standard. The company operates some of the most advanced automated e-scrap processing equipment in the world at both its Barrie, ON and Edmonton, AB locations. Other facilities provide demanufacturing, pre-processing and asset retirement services.

Since the cost to transport used IT assets across the border into the USA can be prohibitive and customs documentation is often complex and time consuming, this new arrangement allows clients to let Cascade continue to manage all aspects of their IT disposal, while feeling confident their equipment is handled properly.

Cascade staff is still available to perform on-site services for sites in Canada when required by customers who demand a secure chain of custody. Our background checked, uniformed professional staff can de-install equipment, destroy hard drives on site, inventory your assets, and pack items for disposition. GEEP then works with Cascade to process the equipment for appropriate reuse or recycling.

All the while, clients still receive their disposition reporting and liability protection directly from Cascade. Our quality services, security and responsible disposition are guaranteed.

Vancouver, BC
Calgary, AB
Edmonton, AB
Toronto, ON
Barrie, ON
Montreal, QC