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**ST. LOUIS RAMS ANNOUNCE PROGRAM WITH WASTE MANAGEMENT TO
LAUNCH GREEN PLATFORM**

Multi-year branding initiative will raise awareness around practical environmental education

ST. LOUIS, Mo. (Dec. 19, 2007) – The St. Louis Rams today announced the launch of the team's environmental stewardship platform with new team sponsor Waste Management serving as the program's Foundation Sponsor.

As a part of establishing this green platform, the Rams will help educate their fans about what it means to "go green" and the opportunities for individuals to affect the environment through their day-to-day activities.

From the traditional green activities, such as introducing recycling services to the day-of-game experience at the Edward Jones Dome, to the less conventional move of supporting and encouraging the development of renewable energy sources, this partnership will jumpstart the transformation of specific areas of the Rams business as well as the green conversation.

"The Rams are thrilled about this game changing relationship," said John Shaw, President, St. Louis Rams. "Waste Management is recognized as a leader in environmental stewardship and brings a tremendous amount of expertise and credibility to a cause that the Rams are passionate about. We look forward to teaming up to share this important conversation among our various stakeholders both locally and nationally."

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By sponsoring the Rams green platform, Waste Management is extending the reach of its national Think Green® strategy. This program is one more way in which Waste Management will bring further visibility to alternative energy sources including landfill gas to energy, recycling, and other existing green activities such as wildlife protection and the development of more fuel efficient vehicles.

“Taking innovative steps to protect and enhance the environment has been a historically successful business approach for us,” said David Aardsma, SVP of Sales and Marketing, Waste Management. “By increasing our focus on the environment, we expect to better meet the needs of our customers, the communities we serve and our shareholders. Programs like this one are an important part of what we will be doing to achieve our own platform for sustainable growth.”

The Rams/Waste Management green platform will launch during the nationally televised home game finale against the Pittsburgh Steelers on Dec. 20. As part of the launch, Waste Management will distribute 66,000 stickers featuring a co-branded green platform logo to each fan in attendance. The multi-year collaboration also includes the following components:

- Recycling services both at the Edward Jones Dome and the Russell Training Center
- Acquisition of renewable energy credits (RECs) by the Rams, equivalent to the energy used by the organization to power the Edward Jones Dome for 10 home games per year and the year-round operations of the Russell Training Center, its business and football headquarters
- The printing of the Rams season tickets on recycled paper stock

In addition, the Rams will integrate green messaging on the team’s web site by creating a “Green Room” to house green tips and content. The partnership will also include in-game elements as well as the incorporation of messaging and content in television programming in conjunction with the team’s television partners.

“The NFL supports and endorses the innovative partnership model between the St. Louis Rams and Waste Management that leverages the power of the Rams brand to accelerate environmental awareness both at the individual and corporate level,” said NFL SVP Mark Waller.

About Waste Management

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are also a leading developer, operator and owner of waste-to-energy facilities in the United States. Our customers include residential, commercial, industrial, and municipal customers throughout North America. More information and how Waste Management Thinks Green® can be found at wm.com.

About the St. Louis Rams

Since moving to St. Louis in 1995, the Rams have become one of the most successful and popular teams in professional sports continually placing St. Louis on the national stage. Off the field, the organization has contributed more than \$6 million in cash, grants and merchandise to area charities and been identified as a leader in the area of sports philanthropy. For more information on the St. Louis Rams, please visit stlouisrams.com.

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