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### **Greening Hip-Hop: Legendary Innovators Star & Buc Wild Join Forces with Socially Responsible Start Up, Bennu, to Launch the First Eco-Friendly Hip-Hop Merchandise**

New York, NY, April 25th, 2011 – Always known for staying ahead of the curve, Star & Buc Wild are again leading the way by merging hip-hop culture and the amplifying Green Wave. The visionary media personalities are partnering with Bennu, a socially responsible marketing company focused on recycling, to offer the first hip-hop merchandise with a green twist.

Star & Buc Wild and Bennu are releasing limited edition co-branded backpacks (“Greenpacks”) composed of fabric made 100% from recycled plastic bottles. Each bag keeps 20 16-oz bottles out of landfills and uses up to 70% less energy to make than material for conventional backpacks. Alarmingly, more than 30 billion plastic bottles are dumped into U.S. landfills every year.

“The goal of Star & Buc Wild is to create a diversified brand,” commented Star. “We respect the green movement and believe it’s important to incorporate a mission into our work. The Bennu team is fresh and understands why people are going green, and we support that effort.”

Ashok Kamal, Co-Founder & CEO of Bennu, added, “Star & Buc Wild have always exemplified innovation. The world is changing and demanding that we approach business in a way that considers the planet along with profit. It’s time for hip-hop culture and the green culture to evolve together.”

Along with the launch of Star & Buc Wild backpacks, which are available for sale exclusively online, plans are in place to produce Star & Buc Wild T-shirts made from recycled fabrics.

Bennu was officially launched in September 2010 by 3 recent business school graduates who come from diverse personal and professional backgrounds. The company began by selling customized backpacks to schools. In November 2010, Bennu announced that it was donating \$5,000 worth of backpacks to low-income NYC students through its “Greenpacks for Great Kids” campaign.

**About Star & Buc Wild:** Troi Torain and Timothy Joseph aka Star & Buc Wild have pioneered some of today’s most successful multimedia platforms. They can be heard daily as the top-rated morning show on Philadelphia’s 100.3 The Beat along with their current Internet broadcast which generates over 650,000 viewers daily on [www.starandbucwild.com](http://www.starandbucwild.com).

**About Bennu:** Bennu is a socially responsible product development and marketing company that completes the recycling loop. Please visit [www.bennuworld.com](http://www.bennuworld.com) to learn more.

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