



VIRIDOR BOSS GOES UNDERCOVER

Colin Drummond and Viridor star in Channel 4 documentary

PRESS RELEASE

14th July 2010

Viridor, one of the UK's largest recycling, waste management and renewable power companies, is to feature in a new Channel 4 series, Undercover Boss.

In one of six episodes to air at primetime this summer, Viridor Chief Executive, Colin Drummond, will go incognito at Viridor sites across the UK, masquerading as an unemployed worker seeking employment in the waste sector. In the show, Colin learns about the effects his decisions have on Viridor workers and gets some valuable insight as to where potential improvements can be made to a successful business. He also finds out where problems may lie within the organisation. He gets to see the good and the not-so-good, while discovering the unsung heroes who make Viridor work.

The UK companies featured are Best Western Hotels, the Jockey Club, Tower Hamlets Council, Harry Ramsden's restaurants, Viridor (part of the FTSE 250 Pennon Group) and Crown Relocations (a global relocations company).

It's an emotional and empowering climax to each show as the boss explains the changes they want to make and the ways in which they want to show appreciation to the employees who've been doing such an outstanding job.

Colin Drummond, chief executive, Viridor, said, "This experience has been a real eye opener for me both professionally and personally. It's exposed me to some of the things that we do really well, some of the things that we need to work on, and given me a full, rounded view of how the company works on a day to day basis.

"It was hard work, but was also very gratifying to be welcomed and helped by my colleagues on site, and especially to hear some of their great ideas as to how we can make our sites and services even better. Hopefully their enthusiasm, dedication and straight talking style will come across in the program!"

The episode of Undercover Boss featuring Viridor will appear on Channel 4, Thursday 12 August at 9pm. The series began on 15 July.

Viridor would like thank all their customers and partners for their cooperation on the sites and services that are featured in the program. Special thanks go to Greater Manchester Waste Disposal Authority and West Sussex County Council.

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About Viridor

Viridor is one of the UK's leading recycling, waste management and renewable energy companies.

Part of the FTSE 250 Pennon Group, Viridor provides the full range of recycling and waste services including advanced materials recycling, glass reprocessing, composting, treatment, waste to energy, transport, collection, and safe and efficient landfill disposal. Each year the company recycles c. 2 million tonnes of materials, has the capacity to generate over 127.5 megawatts of renewable energy and handled over 8 million tonnes of waste material.

All sites and services are operated under the company's business management system incorporating ISO14001 (Environmental Management), ISO9001 (Quality Management) and OHSAS 18001 (Health and Safety) standards, and formally accredited by BSI. These are the highest recognised international standards, ensuring continuous improvement in these key areas and providing assurance to customers and communities alike.

Viridor won the best 'Recycling and Waste management business of the year' award at the 2010 national recycling awards. The company is also a two time award winner in the DEFRA-sponsored Awards for Excellence in Waste and Recycling (having won the 'Innovation in Design' and 'Best Partnership' categories in 2009 and 2008).

www.viridor.co.uk