

Nantucket Reuse eXchange (aka ReX) Marks 12 Week Milestone with Over 610 Registered Users, 300 Current Listings and Hundreds of Successful Transactions. Daily Traffic Exceeds 150 Users on Average.

Nantucket, MA (May 13, 2008) – Twelve weeks after launching the Nantucket Reuse eXchange (aka ReX) on January 25, 2008, the founders of this island-based, non-profit website have indicated it has exceeded their initial expectations. “We are very pleased to see how the community has embraced this website and the reuse ideas it represents,” said Tom Barnes, one of the two co-founders. “It has been a real eye opener to see how people use this site and the need that it fills in this community,” offered Karen Alence, the other co-founder. “Everyday we talk to someone who has successfully used ReX to buy or sell something, or just gave it away to someone who appreciated it. People feel like they can make a difference by helping a neighbor. It is a good way to reconnect with people when we are all very busy.”

Barnes added: “This site fits nicely with other reuse and recycling efforts on the island, such as traditional local classified advertising or the “Take it or Leave it” area at Nantucket’s only landfill and it is totally free to all users. “

Ms. Alence pointed out one irony of the site’s success for them personally: “We had hoped to promote the ideas of ‘reduce and reuse’ and yet we have obtained a few larger things from the website, such as a perfectly good bed and two very nice armchairs. The quality of perfectly good stuff showing up on the website makes it hard to resist the temptation to grab a thing or two now and then”.

Barnes also pointed out the charity component they built into the site could be very powerful if embraced by the charities themselves: “I donated over \$500 to Habitat for Humanity of Nantucket by selling four items. If ten others did the same thing, Habitat could raise \$5,000 a year and raise awareness of its efforts in the community.” Barnes sits on the Board of Directors of this local charity and admitted he’d like to see more builders donate to his “favorite cause, which is affordable housing.”

Barnes, who has a background in commercial real estate and finance, says he likes to track the website’s “metrics” using Google Analytics software. “I am pleasantly surprised by the numbers so far: In 90 days, more than 11,500 visitors have been to the site and they have looked at over 135,000 pages or listings. More than 63% of users have come back more than 3 times to check back on what has been listed. The average visitor views 12 pages and spends about 5 minutes on the site and there are about 150 visitors everyday on average, which is pretty exciting. There are about 10 listings a day being added and an equal number going off. We continue to try and track the activity level of the site.”

“Once this really catches on, we hope it is a focal point for connecting people in this community and not just for ‘stuff’. We have made a real effort to build the site to help local charities either fundraise or ‘monetize’ in-kind donations as well as obtain things they might need for their organizations, such as supplies or good used equipment. We have seen more listings where the person posting an item indicates they will donate the proceeds to a charity.”

“We researched this idea for 6 months starting last summer and spent three long months building it from scratch with simplicity in mind. Most websites like this are marginal either due to the sponsor or the administrator, or a lack of real marketing and strong promotion. We have spoken before a number of interested groups and ‘gatekeepers’, such as the builders, realtors, Rotarians, librarians and the fundraising professionals employed by the non-profits here on the Island. We think this has definitely helped increase usage and membership.”

“Eventually, we would like to see if we could increase awareness of the website with some basic, common sense approaches - posting small informational signs over each bin at the recycling area of the landfill, or on the check-in building where waste haulers and others have to weigh in and out of the landfill. We feel a sign would be most useful at the “Take it or Leave It” facility as it will help direct

users to an option that complements what the landfill is trying to do at this facility, which is to keep items out of the waste stream through reuse.”

Alence added: “At the point of disposal – this is where we can get the word out. Maybe a person who knows about the ReX website will think twice next time they have to make a choice about what to do with a perfectly good piece of furniture or a bed and list in on ReX instead. Chances are if it is priced right, or is just being offered for free, someone will quickly dispose of the item. You’d be surprised at how many people want a half-used bundle of roof shingles for a small job they have or that old boat in the backyard.”

“We have another big challenge to overcome and that is trying to engage more of the foreign-born workers who may not be using computers as much for something like ReX”, said Barnes. “Essentially, we know we have some language barrier issues and some technical issues - perhaps even cultural issues we are not even aware of - but we hope to overcome these in the next few months. Perhaps making some signs or postcards that are bi-lingual (or tri-lingual) and can be posted at the landfill and other places would be helpful.”

Barnes added: “Building a sustainable community takes a lot of committed people. There are lots of other different kinds of efforts being made by people who are very committed to Nantucket Island and its long term health. Karen and I wanted to focus on a readily achievable solution for an obvious problem making headlines every week in one form or another here on the Island, which is waste. Collectively, if builders just separated the clean wood and reused it from construction job sites, either as fuel for woodstoves or in some other way, we could really make an impact as a community on reducing unnecessary wastefulness. Besides education and outreach to stakeholders in the process, it will come down to individual effort and commitment. You can’t fix a problem if you don’t see it as being a problem and yourself as the problem solver in the equation.”

“This site has allowed so many people to free up resources and put them back to good use and hopefully help the environment at the margin. We hope our next idea (which is in process) can also free up community resources and help connect people in a way that improves the overall quality of life on the Island. We think we have a great idea that is consistent with ReX, so stay tuned. And please tell your friends about ReX in the meantime.”

About the Nantucket Reuse eXchange (aka ReX):

The Nantucket Reuse eXchange (aka ReX) was conceived from a desire to keep perfectly good "stuff" out of the waste stream and reuse it on Nantucket Island so that it is not shipped off for disposal elsewhere. The website is free to all residents.

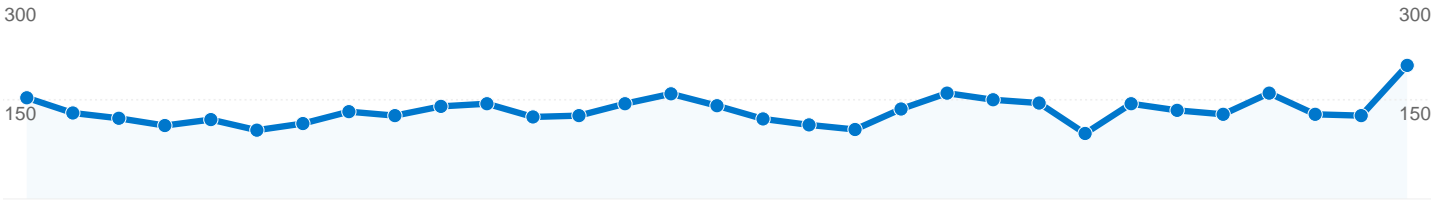
The mission of the Nantucket Reuse eXchange (ReX) is to encourage and facilitate the reuse of building materials and other household items and to further the efforts of Islanders in reducing their overall environmental impact on a local and global level. The secondary mission is to encourage Islanders to donate money to local charities as a result of selling items using the website. However, donating to a charity is not a requirement for using the website.

For Further Information Contact:

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<http://www.NantucketReuseExchange.com>

Dashboard

Comparing to: Site



Site Usage

4,140 Visits

10.24% Bounce Rate

45,445 Pageviews

00:04:41 Avg. Time on Site

10.98 Pages/Visit

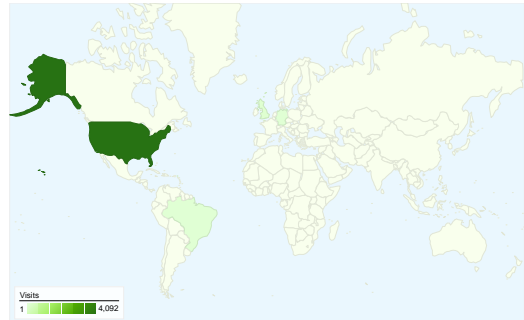
19.54% % New Visits

Visitors Overview

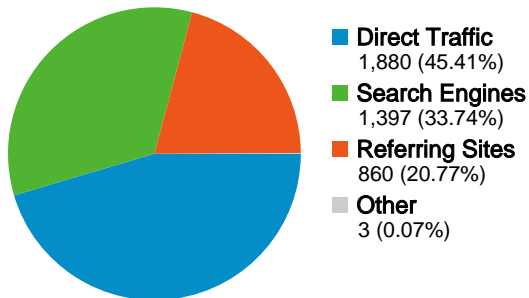


Visitors
1,183

Map Overlay world



Traffic Sources Overview

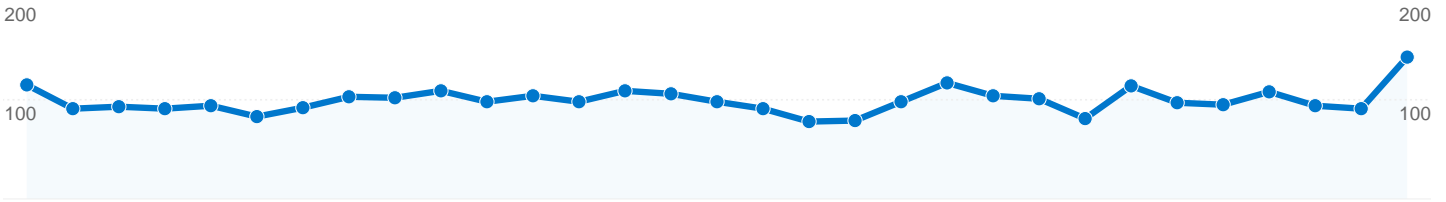


Content Overview








Pages	Pageviews	% Pageviews
/search.cfm	5,314	11.69%
/most_recent.cfm	5,049	11.11%
/	3,391	7.46%
/search_results.cfm	2,867	6.31%
/most_recent.cfm?start_end=21	2,046	4.50%

Visitors Overview

Comparing to: Site



1,183 people visited this site

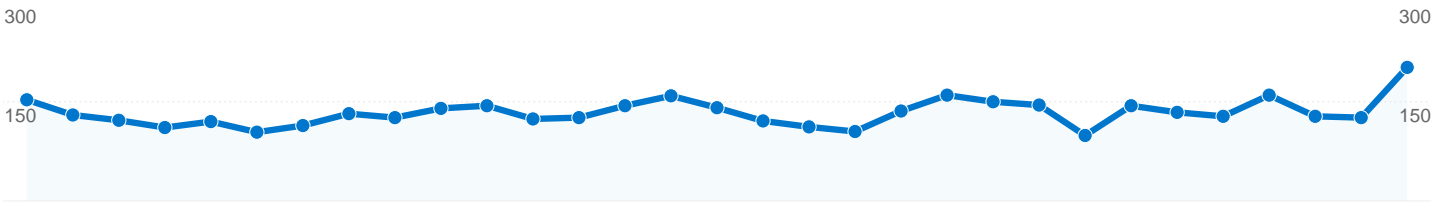
-  **4,140** Visits
-  **1,183** Absolute Unique Visitors
-  **45,445** Pageviews
-  **10.98** Average Pageviews
-  **00:04:41** Time on Site
-  **10.24%** Bounce Rate
-  **19.52%** New Visits

Technical Profile




Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	2,943	71.09%	Cable	3,065	74.03%
Firefox	618	14.93%	DSL	507	12.25%
Safari	567	13.70%	Unknown	264	6.38%
Camino	5	0.12%	T1	149	3.60%
Opera	5	0.12%	Dialup	112	2.71%

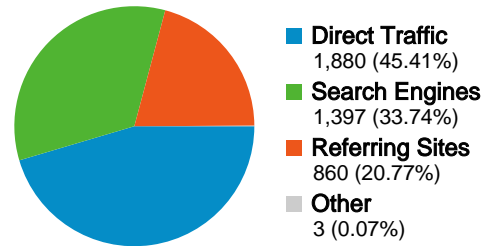
Traffic Sources Overview

Comparing to: Site



All traffic sources sent a total of 4,140 visits

-  45.41% Direct Traffic
-  20.77% Referring Sites
-  33.74% Search Engines

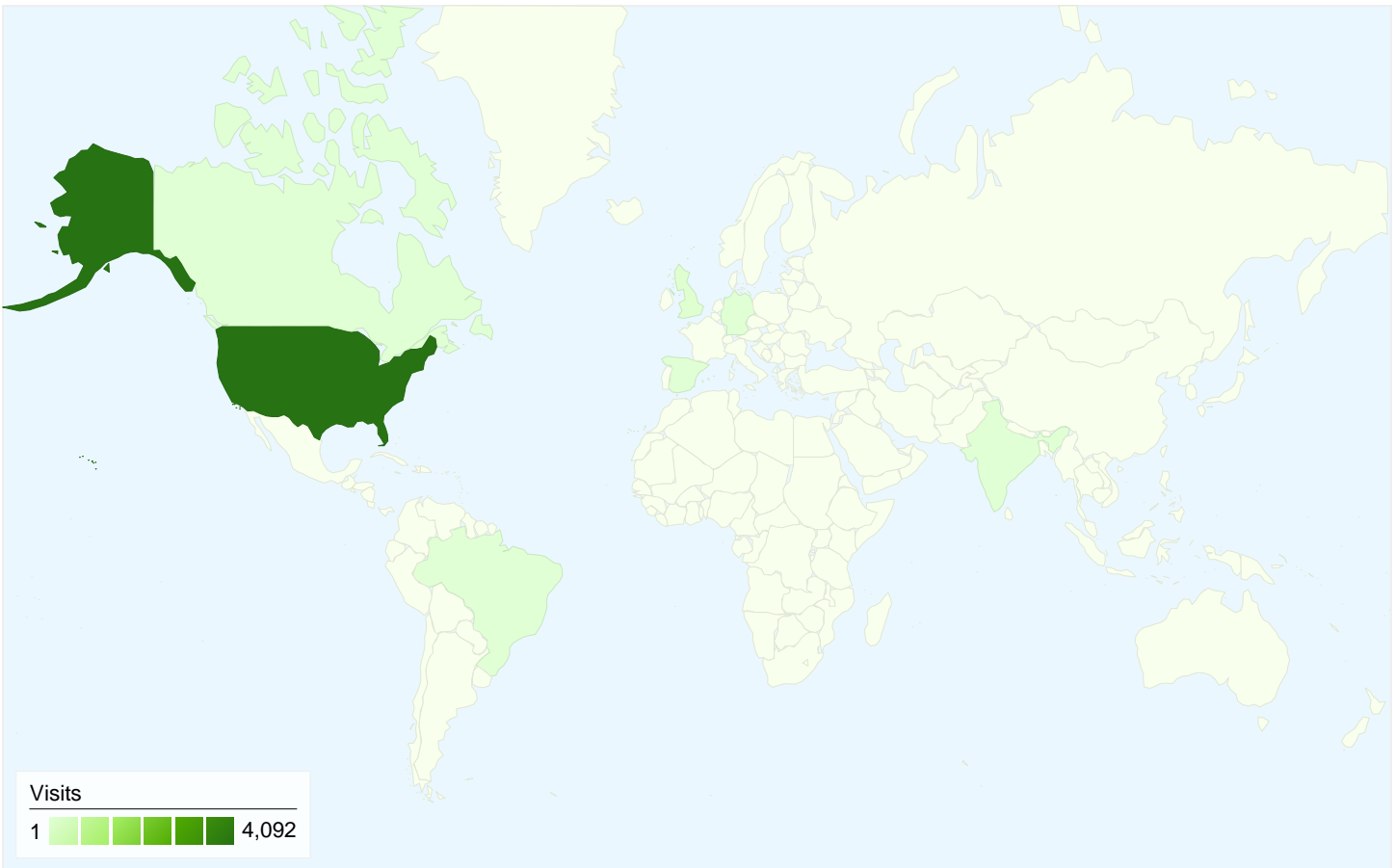


Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	1,880	45.41%	nantucket reuse exchange	471	33.72%
google (organic)	1,079	26.06%	nantucket reuse	225	16.11%
yahoo (organic)	204	4.93%	nantucket exchange	192	13.74%
yackon.com (referral)	142	3.43%	nantucketreuseexchange	159	11.38%
aol (organic)	77	1.86%	nantucketreuseexchange.com	50	3.58%

Map Overlay

Comparing to: Site



4,140 visits came from 9 countries/territories

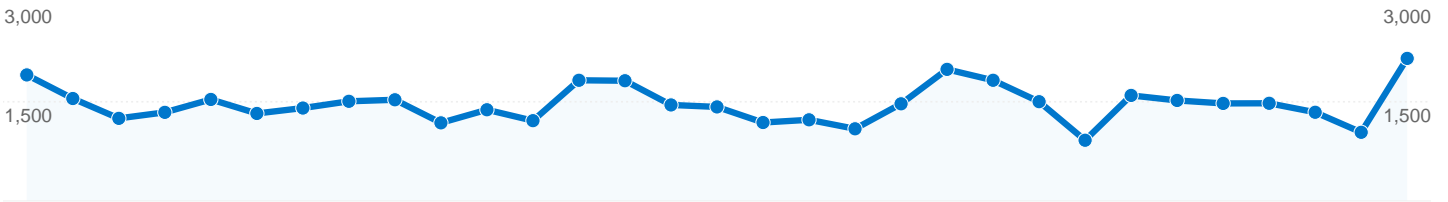
Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	4,092	11.01	00:04:43	19.62%	10.26%
United Kingdom	39	7.05	00:02:06	0.00%	5.13%
Germany	2	22.00	00:12:41	50.00%	0.00%
Anguilla	2	20.00	00:04:48	0.00%	0.00%
Brazil	1	1.00	00:00:00	100.00%	100.00%
Spain	1	12.00	00:02:14	100.00%	0.00%
Antigua and Barbuda	1	4.00	00:00:10	0.00%	0.00%
Canada	1	2.00	00:00:16	100.00%	0.00%
India	1	1.00	00:00:00	100.00%	100.00%

Visits 4,140 % of Site Total: 100.00%	Pages/Visit 10.98 Site Avg: 10.98 (0.00%)	Avg. Time on Site 00:04:41 Site Avg: 00:04:41 (0.00%)	% New Visits 19.52% Site Avg: 19.54% (-0.12%)	Bounce Rate 10.24% Site Avg: 10.24% (0.00%)
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Content Overview

Comparing to: Site



Pages on this site were viewed a total of 45,445 times

45,445 Pageviews

31,083 Unique Views

10.24% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/search.cfm	5,314	11.69%
/most_recent.cfm	5,049	11.11%
/	3,391	7.46%
/search_results.cfm	2,867	6.31%
/most_recent.cfm?start_end=21,40&order=DATE&amount=20	2,046	4.50%