



A Social Benefit Company

Pollytix Benefit Corporation announces Name Change to Treasure Circle®

September 2015, Red Bank, NJ - Pollytix® has changed its consumer facing name to Treasure Circle®, to mirror the name of its first product under development, a radically new form of e-commerce called TreasureCircle.com. Pollytix has taken this step to strengthen the Treasure Circle brand while minimizing public confusion and inference of the brand with political issues, when seen together with the Pollytix name. From a legal standpoint, "Treasure Circle Benefit Corporation" is an alternate name registered with the State of New Jersey, which will replace the Pollytix name over time. A benefit corporation is a new legal form of for-profit company that has a nonprofit cause. "Treasure Circle Benefit Corporation" is built upon the practice of "social enterprise", a new wave of businesses whose missions are to directly help society by using business methods.

Alberto Larotonda, CEO of Pollytix states "With changing our name to Treasure Circle®, the public will more easily understand the beneficial purpose of our organization, as treasure is something that people hold in high esteem, and evokes a positive introduction. Politics or "Pollytix", in America doesn't always have that favor."

Treasure Circle will redefine what e-commerce is; as it helps society by making freedom from the use of money, a shopping reality. Its soon to be launched "Shop Without Money"™ service will give people a new way to shop by creating their own group of people or "Circle," to receive or give-away unwanted consumer goods they own, in a new culture called the "Circular Economy". It invites the public to visit its welcome center at TreasureCircle.com to learn more, support through donations or volunteering and keep up with company news and events.

Visit, Follow and Like at:

TreasureCircle.com | Twitter: [@treasurecircle](https://twitter.com/treasurecircle) | FaceBook: [FaceBook.com/TreasureCircle](https://www.facebook.com/TreasureCircle)

For More Information:

Press Contact: Gwen Toline g.toline@pollytix.org#

Chief Marketing Officer: Susie Raczkiewicz: s.raczkiewicz@pollytix.org

Pollytix / Treasure Circle | 242b Spring St, Red Bank NJ 07701 | 848.219.0862

Pollytix, its logo, TreasureCircle and its logo are trade and service marks in the USA of Pollytix Benefit Corporation#