



## Waste Management Featured in The Pitch, AMC's Newest Unscripted Series

Mar 29, 2012

**Show tracks the competition between two advertising agencies vying to tell Waste Management's growth story**

HOUSTON, March 29, 2012 /PRNewswire/ -- [Waste Management](#) (NYSE:WM) will be one of a handful of companies featured in AMC's new original unscripted series, *The Pitch*, which tracks the intense competition between two advertising agencies for Waste Management's business. Waste Management will be featured in the series' debut episode airing Monday, April 30 at 9:00 PM ET on AMC.

(Logo: <http://photos.prnewswire.com/prnh/20090219/WMLOGO>)

In the episode, Waste Management senior executives challenge two advertising agencies to develop a campaign in seven days that is reflective of the company's growth strategy.

"We participated in the show because it gives us the ability to teach people more about our brand than a traditional advertising campaign," said Dave Aardsma, chief marketing officer, Waste Management. "It is a great way to explain how we help our customers extract the most value from all the materials we handle."

*The Pitch* is executive produced by Eli Holzman, Stephen Lambert, Phil Lott, Brien Meagher and Aaron Saidman from Studio Lambert – creators of *Undercover Boss* and *Project Runway* – two shows that have also featured Waste Management.

Waste Management is the industry leader in transforming waste into higher value products such as recycling and renewable energy, including landfill-gas-to-energy and waste-to-energy. The company is also making strategic investments in innovative technologies to convert waste into transportation fuels and green chemicals.

"The Pitch" chronicles the incredible lengths, intense stakes and tight deadlines top advertising agencies encounter when they take aim at a major new piece of business. The series follows the best creative shops as they prepare campaigns knowing that in the end, it all comes down to the pitch. To learn more about the series or watch a trailer, visit <http://www.amctv.com/shows/the-pitch>.

### **About Waste Management**

Waste Management, Inc., based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is one of the largest residential recyclers in North America and a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more information about Waste Management visit [www.wm.com](http://www.wm.com) or [www.thinkgreen.com](http://www.thinkgreen.com).

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Lynn Brown, Waste Management, +1-713-394-5093, [lynnbrown@wm.com](mailto:lynnbrown@wm.com)