

FOR IMMEDIATE RELEASE

CONTACT: Jacqueline L. Wilson
Florida Tire Recycling
772-465-0477 ext. 26
jlwilson@ftri.net

Florida Tire Recycling Inc. Bolsters Senior Management Team with Tire Recycling Veteran

Anthony M. Cialone Gears Company Up for Growth and Facility Expansion

Port St. Lucie, FL. (Dec. 1, 2008) – Florida Tire Recycling Inc. (FTR), a leading environmental solutions provider to the tire industry, announced today that it has appointed Anthony M. Cialone as its Chief Operating Officer. A veteran of the waste management and tire recycling industries for more than 17 years, Mr. Cialone brings a wealth of industry knowledge and deep business development experience to FTR. As COO, Mr. Cialone will lead the company's expansion efforts, helping the company establish new business partnerships and continue to promote the company's closed-loop recycling program to manufacturers worldwide.

Prior to joining FTR, Mr. Cialone, 39, was previously COO and founder of Lehigh Technologies, a leading manufacturer of ultra-fine engineered rubber powder. In his work with Lehigh, Mr. Cialone managed new business development efforts with top-tier automotive suppliers, supplying them with reclaimed scrap rubber materials from vehicle tires. During the past five years, Mr. Cialone was instrumental in securing growth capital for Lehigh and led the charge in acquiring key core technologies from around the world that led to the development and commercialization of the world's largest fine powder manufacturing plant. Under his leadership, Lehigh achieved EPA National Performance Track Certification and ISO 9000/14001 certification. The company was also granted numerous patents for its manufacturing processes.

"As FTR continues to be recognized as one of the only manufacturers to provide a true, closed-loop recycling program, Tony's deep roots in the recycling industry will enable us to propel to the forefront," stated Jack Wilson, FTR's CEO and founder. "Tony is a recognized leader in our industry and his experience, skills and industry contacts will fast track FTR's strategic plans for future growth. And, his experience in ISO 9001 and ISO 14001 certification will give our current and prospective customers another reason to partner with FTR. We look forward to working with Tony and continuing our rise to a leadership position."

Prior to Lehigh, Mr. Cialone was the founder and President of Environmental Processing Systems, a manufacturer of rubber powders. He is the co-developer of the Company's patented technologies and processes. Mr. Cialone also worked for BQE Services, which merged into ReSource NE, Inc. and was subsequently acquired by Waste Management. He has a bachelor's degree and an MBA from Fordham University and is a Certified Management Accountant, Certified Financial Manager and Certified Treasury Professional. Additionally, Mr. Cialone has authored several technical and marketing papers in connection with rubber powders environmental, economic and social benefits and is a frequent speaker on the topic.

"FTR is uniquely positioned in the tire recycling industry. It is the only truly fully integrated firm that can provide total closed-loop solutions from collection to final product manufacturing with zero-landfill disposal," said Mr. Cialone. "I'm thrilled to be working with such a great senior team. Together, I am confident that we can continue FTR's growth and expansion in the tire recycling industry."

About Florida Tire Recycling

Incorporated in 1988, Florida Tire Recycling (FTR) is the oldest and largest waste tire recycling company in the state of Florida. FTR processes in excess of 6 million waste tires - which equates to roughly 1 out of every 3 waste tires generated in the state every year. These waste tires are processed at our 32-acre recycling facility in St. Lucie County where they are recycled into a variety of value-added products, including Tire Derived Fuel (TDF) and VeriFlex, crumb rubber which is utilized in landscaping, construction, industrial and athletic field applications.

FTR is a privately held company has been family owned and operated since its incorporation.