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Florida Tire Recycling Inc. Offers Zero Landfill, Closed-Loop Process to Recycling Rubber

Company Sets the Pace for Cradle to Grave Rubber Recycling

Port St. Lucie, FL. (Feb. 9, 2009) – Florida Tire Recycling Inc. (FTR), a leading environmental solutions provider to the tire industry, unveiled today its Closed-Loop Product Lifecycle Solution program designed to recycle, reuse and reclaim 100% of discard waste tires, one of America's greatest sustainable resources and the third most used raw material in U.S. manufacturing; and thus generating zero landfill scrap or waste by-products.

FTR's Closed-Loop Product Lifecycle Solution takes waste materials (such as tires or rubber mats), by-products or finished product scrap and recycles them back into useable crumb and powder rubber raw materials to be introduced back into the manufacturing process. Simply stated: Used rubber is turned into a usable material for new products with no compromise to the quality or performance of the product. This is a significant change from processes that do not recycle material from cradle to grave. In addition, because of the unique way in which FTR processes tires, there is zero generation or landfilling of waste or by-products – *100% of the tire is recycled, reclaimed and, ultimately, reused.*

"Recycled rubber can be used in everything from mulch and athletic fields to paints and adhesives, from mats and shoes to roofing and plastics and, of course, new tires," states Anthony Cialone, Chief Operating Officer at Florida Tire Recycling. "If U.S. industries made a serious commitment to using recycled rubber, we would utilize at least 50% of all discarded tires and create almost 10,000 new jobs and over \$1 billion in new capital investment. Our Closed-Loop Product Lifecycle Solution is a first step toward that goal. We are able to not only help manufacturers achieve their environmental goals, but also help them deliver products to consumers that are made from renewable materials."

For customers, this closed-loop process brings big savings. By partnering with FTR, manufacturers do not have to pay for scrap to be taken away by a waste hauler for disposal; and can offset expensive virgin and synthetic rubber and polymers with this sustainable, environmentally-friendly feedstock. Closed-Loop Partners have also realized a decrease in the Greenhouse Gas (GHG) Emissions; a decrease in petroleum based and natural raw material usage; and increases in the use of renewable resource and recycle content usage. All factors leading to enhanced Product, Quality, Green, Social and Corporate Reputations. In addition to their own use, FTR customers can work with their customers to recycle scrap materials and create their own closed-loop program, using FTR as its chief rubber reclaimer.

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, a privately-held company, has been family owned and operated since its incorporation. For more company information, visit us at www.ftri.net.

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