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Florida Tire Recycling Inc. Launches Zero Landfill Rubber Recycling Initiative

First Tire Collector in US to Offer Cradle to Grave Recycling Option

Port St. Lucie, FL. (March 17, 2009) – Florida Tire Recycling Inc. (FTR), a leading environmental solutions provider to the tire industry, announced today that it will provide customers with a zero landfill option for recycling rubber. In addition to being the first 100% zero-landfill tire recycler, FTR is also Florida's first 100% clean tech company to employ "green collar" workers. This announcement comes on the heels of the company's recent unveiling of a Closed-Loop Product Lifecycle Solution program designed to recycle, reuse and reclaim 100% of discarded waste tires, one of America's greatest sustainable resources and the third most used raw material in U.S. manufacturing.

Today's tire companies, retail generators and tire recycling companies are on a mission: to ensure discarded tires are recycled into raw materials that make their way back into manufacturing as sustainable, green renewable material inputs – and not just thrown into a landfill to decompose. As part of this recycling initiative, companies are looking to recycling providers for a zero-landfilling process that not only produces high-quality raw material, but also positively impacts their own carbon footprint. In turn, they seek options that are economically viable today and, that over time, will decrease long-term costs as the recovered materials (rubber, steel and fiber) become more valuable and viable in higher end manufacturing applications.

Florida Tire Recycling leverages today's technological innovation, joint market research and development activities to develop and extend its proprietary systems and processes to allow for 100% material recovery – resulting in purer, discrete material streams and, thus, enabling a broader use of the materials contained in a tire. By overcoming the economic barriers associated with tire recycling – market acceptance and working side-by-side with generators and manufacturers, FTR has created a sustainable Closed-Loop Program in the Southeast.

"At FTR, we are committed to creating a recycling alternative that produces zero landfill and significantly reduces not only our own carbon footprint, but that of our customers," states Anthony Cialone, Chief Operating Officer at Florida Tire Recycling. "By getting to zero–landfilling, we are able to recover 100% of the components of a scrap tire and manufacture them into sustainable, green and renewable raw materials with zero waste or by-products. It is this business directive that defines us as a Green Enterprise and why we are proud to be one of Florida's only enterprises to employ Green Collar Workers."

About Florida Tire Recycling
Incorporated in 1988, Florida Tire Recycling (FTR) is the oldest and largest waste tire recycling company in the Southeast United States. 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 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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