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**Next Generation Technology Breaks Down Economic Hurdle to Going Green; Makes It Easy and Affordable to Incorporate Green, Sustainable Raw Materials Into Today's Manufacturing**

*Florida Tire Recycling Inc. Introduces Commercialization of First Cry-Ambient Processing System*

**Port St. Lucie, FL. (April 21, 2009)** – Florida Tire Recycling Inc. (FTR), a leading environmental solutions provider to the tire industry, announced today the commercialization of the first Cry-Ambient Processing System to recycle old tires. This new processing system enables manufacturers to jump the economic hurdle to going green. With FTR, companies are able to incorporate recycled, sustainable materials into the manufacturing of green products at a price that is affordable and with the quality they expect.

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 the company's 32-acre recycling facility where they are recycled into a variety of value-added products, including mats, plastic and rubber molded products and VeriFlex crumb rubber which is utilized in landscaping, construction, industrial and athletic field applications. With the adoption of this new processing system, FTR can now recycle tires cryogenically, ambiently or cry-ambiently, making the recycled material both affordable and easy to incorporate into a myriad of manufacturing applications.

"Today's manufacturers are committed to finding alternatives to reduce our dependence on petro-based products and incorporating sustainable materials into the manufacturing process. To date, it's been cost prohibitive and difficult to find quality raw materials that meet specific manufacturing requirements," states John Giraud, Managing Director at Target Technologies International Inc. "The raw materials being offered by FTR will break open certain market opportunities, once held back by either price or product performance or both. We look forward to working with FTR to create materials that will help produce green products for consumers worldwide."

A key advantage of employing a cry-ambient system to recycle old tires is the flexibility to alter the rubber particle's physical characteristics and impart the desired surface morphology required by the application. The result is the ability to produce desired particle sizes and ranges that can be customized to a specific application. This technique is crucial when creating raw materials since different applications require different size and quality of recycled rubber.

"At FTR, we are committed to providing environmental solutions to our customers that are both affordable and of the highest quality. Through our closed loop systems or our innovative processing solutions, we help break down the economic barriers to using sustainable raw materials in manufacturing," states Anthony Cialone, COO at Florida Tire Recycling, Inc. "Manufacturers have always known they can use these green, sustainable raw materials; but, they have not always been economically feasible. With our processing technology, we enable companies to be green."

**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](http://www.ftri.net).