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Florida Tire Recycling Inc. Partners with Break Rubber Technologies to Deliver Economical Alternative to Virgin and Petro-based Rubber Materials

Expands Portfolio of Rubber Powder with New 30, 40 and 60 mesh Powder

Port St. Lucie, FL. (July 6, 2009) – Florida Tire Recycling Inc. (FTR), a leading environmental solutions provider, announced a partnership today with Break Rubber Technologies, LLC (BRT) whereby Florida Tire will use BRT Artisan® Dual Drive® crackmill technology to achieve 30, 40 and 60 mesh specifications for its new line rubber powders - **VeriFine™**. With the addition of these new meshes, Florida Tire now offers a wide variety of high-quality, low-cost rubber powder ranging from 4 mesh to 60 mesh that can be used in a myriad of manufacturing processes from basic rubber molding to asphalt and plastic compounds. The efficiencies of BRT Artisan Dual Drive technology enables Florida Tire to manufacture rubber powder at a fraction of the cost previously available in the industry – making it an economical alternative to virgin and petro-based materials.

The price of oil has seen huge fluctuation over the past years from \$30 a barrel to \$150 a barrel. For manufacturers, this means their operations can run on high margins or almost none at all. Rubber powder derived from recycled sources is a sustainable alternative to oil-based virgin rubber and is a material that maintains a relatively constant price, making it a wise choice for long-term use. By leveraging the BRT Artisan® Dual Drive® crackmill technology, as well as FTR's own Cry-Ambient technology, Florida Tire provides manufacturers with high-quality rubber powder at affordable prices. And the introduction of FTR's newest mesh powders enables manufacturers, such as those engaged in asphalt production and plastic molding and extrusion, to incorporate the technical properties of rubber powder without the high cost associated with ultra fine (80 mesh and finer) powders.

"Supplementing or replacing petroleum-based products with rubber powder isn't new. However, in the past, the quality and cost of rubber powder wasn't affordable for most manufacturers. Its value was based on the price of oil at any given time," states Anthony Cialone, Chief Operating Officer at Florida Tire Recycling. "Rubber powder must be viable whether oil is at \$30 a barrel or \$150 a barrel. No one will invest the time or money to incorporate a new raw material that can only be economically used some of the time. With advancement in technology and with our closed-loop processing, Florida Tire is able to deliver sustainable economic solutions, coupled with environmental and technical solutions that are currently unmatched. FTR is able to offer multiple rubber powder options of the highest quality, and in mesh sizes that are easily incorporated into manufacturing processes without having to retool an entire 'recipe'. Additionally, the price for these powders is significantly less than alternative oil-derived polymers – regardless of prevailing polymer and oil prices. Manufacturers have a win-win – they can win environmentally and also win economically."

"We are excited to partner with Florida Tire to help them deliver rubber powder that is not only of the highest quality, but jumps the economic hurdle for many manufacturers. By offering an alternative raw material that is priced significantly less than oil-based options – regardless of the current market price of oil – we believe this is a major win for the recycling and manufacturing industries," says Dave Futa, manager of BRT. "Utilizing the advantages of the copyrighted Artisan Dual Drive technology, manufacturers now have a reasonable option for being more 'green', lowering their operating costs **and** carbon footprint while saving money in the process."

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.

About Break Rubber Technologies

BRT has been rebuilding and maintaining crackermills since the early 1970's in North Liberty, IN when Baker Rubber in South Bend, IN. approached them as a source for consistent quality mill repair. Our first Artisan® Dual Drive® mill was build over 8 years ago and there are now 26 systems installed worldwide. BRT is a privately held family company since 1995. Crackermill bearing and roll rework is provided for a large majority of the major crumb rubber producers in the US and Canada, as well as new Artisan® Dual Drive® mills.

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