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**Liberty Tire Recycling Appoints Kurt C. Meyer
as Senior Vice President of Sales and Marketing**

– Meyer Now Responsible for Company-wide Sales and Marketing Initiatives –

PITTSBURGH, June 1, 2010 – Pittsburgh-based [Liberty Tire Recycling](#), the premier provider of tire recycling services in the United States, is pleased to announce the appointment of **Kurt C. Meyer** as senior vice president of sales and marketing. In his new role with Liberty Tire, Meyer will oversee the planning, development, and implementation of company-wide sales and marketing initiatives.

“Kurt is a successful senior executive with extensive experience in sales management and a true talent for market analysis and strategic planning,” said Jeffrey Kendall, CEO of Liberty Tire Recycling. “We are excited to have Kurt as part of the Liberty Tire Recycling team and look forward to his contributions as we grow and expand our market share in the tire recycling industry.”

Mr. Meyer brings nearly 30 years of high-level marketing and sales experience to Liberty Tire Recycling. Prior to joining the company, Meyer was employed by Waste Management for the past 10 years in various management and senior executive roles, including his most recent position as vice president of sales. He has also served in management or senior executive roles with Service Corporation International, Energetic Solutions Inc., Imperial Chemical Industries Ltd., and Laidlaw Waste Systems Inc.

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For more information about Liberty Tire Recycling, visit www.libertytire.com.

About Liberty Tire Recycling

Liberty Tire Recycling is the premier provider of tire recycling services in North America. By recycling more than 100 million tires annually, Liberty Tire reclaims about 1.5 billion pounds of rubber for innovative, eco-friendly products. The recycled rubber produced by Liberty Tire is used as crumb rubber and industrial feedstock for molded products; as tire-derived fuel for industrial kilns, mills and power plants; and as rubber mulch for landscaping and playgrounds. The company maintains a nationwide network of processing plants, and comprehensive door-to-door collection services. Liberty Tire Recycling is headquartered in Pittsburgh, PA. For more information, please visit www.libertytire.com.

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