



FOR IMMEDIATE RELEASE

Liberty Tire Recycling Continues “GREEN” Support as Primary Sponsor of MAKE Motorsports at Texas Motor Speedway in NASCAR Camping World Trucks’ Winstar World Casino 350

Nation’s Premier Provider of Tire Recycling Services Showcases Pinnacle Rubber Mulch on No. 50 Chevy Silverado; Team Announces Partnerships with MRD Motorsports and A.V. Dedmon Trucking

Shelby, NC (November 4, 2010) – MAKE Motorsports will return to the NASCAR Camping World Truck Series (NCWTS) at Texas Motor Speedway “under the lights” in the November 5th Winstar World Casino 350 with well-known driver TJ Bell. Continuing on the hood as primary sponsor is Liberty Tire Recycling, the premier provider of tire recycling services in North America, who will be showcasing its line of eco-friendly Pinnacle Rubber Mulch for landscaping and playgrounds. The No.50 Liberty Tire Recycling Chevy Silverado first took to the track at Darlington Raceway back in August 2010; the Texas journey will make the second race for the growing partnership. Veteran crew chief Scott Weaver will also return with the team.

In addition to the continued partnership with Liberty Tire Recycling, MAKE Motorsports also forged a technical partnership with esteemed NC-based MRD Motorsports for truck preparation. The growing marketing partnership team with MAKE Motorsports - to include Liberty Tire Recycling, MRD Motorsports, ProGold Lubricants, All Sport® Beverages, JetPool, A.V. Dedmon Trucking & TwinOaks South – will all be supporting the Texas attempt through products and services.

As part of the sponsorship program, Liberty Tire Recycling continues as the official tire recycler of the team – giving the company a unique opportunity to show NASCAR fans “the new face of the green marketplace.”

“At Liberty Tire Recycling, we’re excited to extend our partnership with MAKE Motorsports, a family-owned and -run team. We are also pleased to continue showcasing the benefits of our Pinnacle Rubber Mulch, an innovative and eco-friendly alternative to traditional wood mulch for landscaping and playgrounds,” said Gary Humphreys, regional vice president of Liberty Tire Recycling. “Consider how cost effective it is. A single application remains bright and plush for at least 12 years, which saves on annual maintenance costs. It’s also much safer than wood mulch. A six-inch layer of Pinnacle Rubber Mulch will cushion a child’s fall from as high as 16 feet, providing up to 50 percent more fall-height protection We think it is important to pass along a safer, healthier planet to the next generation of NASCAR fans.”

“When we heard that Liberty had a ‘green’ playground and landscaping surface, we instantly thought of the NASCAR audience,” said Tracy Lowe, MAKE Motorsports co-owner & one of the only female team owners in NASCAR. “As a mom, my children have played on tons of playgrounds – especially growing up at racetracks! Their products really lend themselves to any application – at schools, churches, or businesses; or around motorhomes at the racetrack! The Liberty Tire Recycling team is always innovating, and it’s such a pleasure to have a company that thinks about families first, supporting our racing venture.”

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Co-owner & veteran stock car motorsports team owner Mark Beaver said, "As a smaller team that is just starting out this year in the NCWTS, we like to think of ourselves as durable and willing to take a lot of hard knocks to get where we want to go. That's exactly the philosophy of Liberty Tire Recycling and their products – the Pinnacle Rubber Mulch lasts up to 10 times longer than regular mulch, and they spent years testing and developing it. It's that dedication to quality that makes us so excited to run together at Texas. Now, it's our job to bring it home on the track!"

In addition to Liberty Tire Recycling, Team MRD (www.teammrd.com) has joined the MAKE Motorsports team as a technical partner. MRD Motorsports has a state-of-the-art facility located in the heart of NASCAR Country – Concord, North Carolina. Their top-grade professional mechanics will make sure the No. 50 Liberty Tire Recycling Chevrolet is running at its best in Texas.

A.V. Dedmon Trucking, with 69 years in business as a strong, local, family-owned operation, will be the official trucking & hauling provider for the team for the Texas race. A certified Wheaton Van Lines agent, A.V. Dedmon is equipped to handle any and all transportation needs. For more information or a quote, call (704) 487-5291.

A family-owned, family-run business since 1941, A.V. Dedmon Trucking was started by the company's namesake and is currently run by President Charles Dedmon, his wife Doris and daughter Lora. "We've watched MAKE Motorsports grow up, literally," said Charles Dedmon, family patriarch. "Being Shelby natives with the owners, Tracy Lowe & Mark Beaver, we've watched them grow since they were children. There is no better way to support our own, than to give back to their business to watch it succeed together."

The growing MAKE motorsports marketing partnership team is proof that a smaller, hometown team can continue to network and grow its competitive base through "smart growth." ProGold Lubricants (www.ProGold.com), VP Parts Warehouse (www.VPPartsWarehouse.com), JetPool (www.FlyJetPool.com), All Sport (www.DrinkAllSport.com), A.V. Dedmon Trucking and Twin Oaks South have proudly supported the MAKE team in 2010. For more information about viral support, please visit the team website at www.MAKEMotorsports.com.

ABOUT MAKE MOTORSPORTS:

Founded in 2010 by Mark Beaver & Tracy Lowe, diverse motorsports owners with 50 years combined in racing – MAKE Motorsports makes its natural progression into the NASCAR Camping World Truck Series. Mark Beaver has owned NHRA, IHRA, Super Late Model Dirt Series, Legends, SCCA Trans Am & SCCA World Challenge teams. One of the only female team owners in racing, Tracy Lowe has owned or competed in Dirt Late Models & SCCA. Believing only in the best quality-prepared vehicles; experienced crew; and sound business practices, MAKE Motorsports is the first NCWTS team to be operated out of historic Shelby, NC in 15 years. For more information, visit www.MAKEMotorsports.com. Find us on Facebook: MAKE Motorsports, & follow us on Twitter at www.Twitter.com/MAKEMotorsports.

ABOUT LIBERTY TIRE RECYCLING:

Liberty Tire Recycling is the premier provider of tire recycling services in North America. By recycling more than 110 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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