



FOR IMMEDIATE RELEASE

Contact: Jeff Donaldson
412-642-7700
jeff.donaldson@elias-savion.com

Liberty Tire Recycling Has NASCAR “Going Green” at Daytona

— Company is Primary Sponsor of MAKE Motorsports’ #50 Chevy Silverado —

PITTSBURGH, February 21, 2011 – Pittsburgh-based [Liberty Tire Recycling](#) has made its mark once again as the primary sponsor of the MAKE Motorsports’ #50 Chevy Silverado, which is operated by veteran driver T.J. Bell in the NASCAR Camping World Truck Series. As the premier provider of tire recycling services in North America, Liberty Tire Recycling has teamed up with MAKE Motorsports to spread the message of reclaim, reuse and recycle.

“We are pleased to continue our partnership with MAKE Motorsports and be there with T.J. Bell and the #50 Chevrolet Silverado as they compete at Daytona,” said Jeffrey Kendall, CEO of Liberty Tire Recycling. “As leaders in both of our respective fields, Liberty Tire Recycling and MAKE Motorsports are dedicated to helping spread the word about the importance of sustainability, and this partnership enables us to do so. Our many innovative products, such as Pinnacle Rubber Mulch, an eco-friendly alternative to traditional wood mulch for landscaping and playgrounds, have helped us demonstrate to consumers that sustainable products can also offer superior performance and aesthetic value.”

— more —

Liberty Tire Recycling Has NASCAR “Going Green” at Daytona (cont.)

— Company is Primary Sponsor of MAKE Motorsports’ #50 Chevy Silverado —

Each year, Liberty Tire Recycling transforms 110 million tires a year into recycled raw materials that not only keep those scrap tires out of America’s waste stream, but also create useful, eco-friendly products that help create sustainable lifestyles. One of these products, Pinnacle Rubber Mulch, creates safe playground surfaces around the country as well as durable mulch for landscaping. The recycled rubber produced by Liberty Tire is also used as crumb rubber and industrial feedstock for molded products and rubberized asphalt and as tire-derived fuel for industrial kilns, mills and power plants. The company maintains a network of processing plants and comprehensive door-to-door collection services.

MAKE Motorsports was founded by Mark Beaver and Tracy Lowe, a partnership with 50 years of combined racing experience. Beaver has owned teams as part of the NHRA, IHRA, Super Late Model Dirt Series, Legends, SCCA Trans Am & SCCA World Challenge. As one of the only female team owners in racing, Lowe has owned or competed in Dirt Late Models and SCCA. The pair is committed to enhancing the sport with quality-prepared vehicles, an experienced crew, and sound business practices. MAKE Motorsports is the first NCWTS team to be operated out of historic Shelby, N.C. in the last 15 years.

Liberty Tire Recycling made its first appearance in the NASCAR Camping World Truck Series competition with MAKE Motorsports last season at Darlington Raceway in August 2010. Liberty Tire Recycling and the #50 Chevy Silverado returned for a second start at Texas Motor Speedway in November 2010, where driver T.J. Bell rallied to a 19th place finish.

For more information about Liberty Tire Recycling, visit www.libertytire.com. For more information on Pinnacle Rubber Mulch, visit www.pinnaclerubbermulch.com.

— more —

Liberty Tire Recycling Has NASCAR “Going Green” at Daytona (cont.)

— *Company is Primary Sponsor of MAKE Motorsports’ #50 Chevy Silverado* —

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.

###