



FOR IMMEDIATE RELEASE

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

**Liberty Tire Recycling Partners with University of Tennessee to Study
the Benefits of Crumb Rubber on Natural Grass Athletic Surface**

– Analysis to Evaluate Role of Crumb Rubber on Wear-and-Tear, Strength of Surface –

PITTSBURGH, January 3, 2012 – Liberty Tire Recycling, the premier provider of tire recycling services in North America, is partnering with the University of Tennessee’s Center for Athletic Field Safety on a series of studies to test the potential benefits and role that crumb rubber plays in maintaining a natural grass athletic surface. The company is funding a series of studies over a two-year period to quantify the value proposition that crumb rubber infill offers as an enhancement to natural grass, and how it can potentially improve the quality of the surface and safety for the athletes using it.

“Crumb rubber infill used on athletic surfaces provides a host of benefits. For the athlete, it offers a safer, higher-performing surface. It also lengthens play on the surface, particularly in high-traffic areas of the field,” said Mike Wezel, vice president of sales and marketing for Liberty Tire Recycling. “The University of Tennessee’s Center for Athletic Field Safety is a one-of-a-kind facility, and we are proud to work with the Center, under the direction of Dr. John Sorochan, to help demonstrate the cost savings, improved maintenance and overall performance crumb rubber offers.”

Initial studies conducted include a simulated foot traffic test to determine the optimal crumb rubber particle size and depth for optimizing field performance, a moisture and temperature test, and an assessment of how long the turf season can potentially be extended through the use of crumb rubber.

The use of crumb rubber infill in natural grass surfaces has been proven to maximize shock absorption by creating a softer and safer playing surface for athletes. Less water is required to maintain the surface, allowing the grass plant to become more tolerant of stresses such as heat and high-trafficking. Synthetic turf also positively impacts the environment by conserving more than three billion gallons of water; eliminating the use of almost a billion pounds of pesticides and fertilizers; lowering consumption of energy, raw materials and solid waste generation; and keeping more than 140 million used tires out of landfills.

-more-

Liberty Tire Recycling Partners with University of Tennessee to Study the Benefits of Crumb Rubber on Natural Grass Athletic Surface (cont.)

– Analysis to Evaluate Role of Crumb Rubber on Wear-and-Tear, Strength of Surface –

Liberty Tire Recycling recently became the first and only company to achieve GREENGUARD Synthetic Turf Components Certification from the GREENGUARD Environmental Institute for indoor air quality for the company's synthetic turf infill product, which is an eco-friendly solution for athletic fields and other playing surfaces.

To learn more 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 140 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.

###