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**Liberty Tire Recycling and Bridgestone Americas Present
'Recycle NASHVILLE: 2013' to Explore Scrap Tires and Use in Asphalt**
— February 27 Event to Feature Statewide Agency Experts and Industry Leaders —

PITTSBURGH, January 28, 2013 – [Liberty Tire Recycling](#), the premier provider of tire recycling services in North America, and Bridgestone Americas, the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company, will highlight the innovative benefits of rubberized asphalt on **February 27, 2013** with an event called "Recycle NASHVILLE: 2013." The event will be held at Bridgestone Americas' headquarters (535 Marriott Drive, Nashville) and will gather transportation and environmental professionals, civic leaders and policymakers to learn more about scrap tire management in Tennessee and rubberized asphalt materials and applications. Speakers will include experts from the Tennessee Department of Environment and Conservation, the Tennessee Department of Transportation, and local industry professionals, including the Tennessee Road Builders Association.

"Locally sourcing recycled tire rubber for asphalt projects is a win-win for Tennessee at both the state and municipal levels," said Jeffrey Kendall, CEO of Liberty Tire Recycling. "Rubberized asphalt provides a sustainable outlet for scrap tires and contributes to improved infrastructure in the form longer-lasting, less expensive roadways."

The sessions at Recycle NASHVILLE: 2013 will consist of presentations on topics including "Scrap Tire Management in Tennessee," "Scrap Tire Processing and Uses," "Tennessee Asphalt Industry Overview" "Tennessee Experience with Rubber and Modified Asphalt" and "Rubberized Asphalt Materials and Applications," which will provide an overview of the advantages of rubberized asphalt, from enhanced safety and reduced tire noise to better crack resistance and cost savings.

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“More than 300 million tires come off the roads annually, and while they may no longer be of use on a vehicle, they are still a valuable resource,” said Tim Bent, environmental director for Bridgestone Americas. “Our company is working to ensure that for every new tire we sell in the U.S., one spent tire – a tire that has been removed from use – is sent to another valuable purpose. If we are to succeed in reaching that goal, we must create, promote and encourage the use of spent tires in secondary markets, and rubberized asphalt has enormous potential for utilizing a large number of those tires that are discarded each year for an incredibly important product.”

Rubberized asphalt is a low-cost, high-performance alternative to traditional paving mixes that reduces dependency on oil and limits carbon dioxide emissions. Added to traditional asphalt, crumb rubber comprises 8 to 22 percent of the binder and increases tensile strength. For more than 40 years, rubberized asphalt has proven to diminish maintenance costs and provide a smoother, safer ride. Plus, recycled rubber provides a reliable and consistent supply of material.

“We encourage state and municipal engineers and road maintenance supervisors to take rubberized asphalt specifications from this event and put them into practice in Tennessee to save money without sacrificing performance,” Kendall added.

Recycle NASHVILLE: 2013 is an invitation-only event. Members of the media are welcome to attend. The program will include lunch. **Please RSVP to Elizabeth Bacheson at 412.642.7700 or elizabeth.bacheson@elias-savion.com.**

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

To learn more about Bridgestone Americas and its environmental commitments, visit www.OneTeamOnePlanet.com.

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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.

About Bridgestone Americas, Inc.

Nashville, Tenn.-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, and industrial fibers and textiles. The BSAM family of companies also operates the world's largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.

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