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FOR IMMEDIATE RELEASE

Liberty Tire Recycling to Engage Greenbuild 2011 Attendees with Examples of Smart, Eco-Friendly Products Made from Recycled Rubber

– North America’s Largest Tire Recycler to Serve as Exhibitor at International Show Oct. 4-7 –

PITTSBURGH, September 27, 2011 – Liberty Tire Recycling, the premier provider of tire recycling services in North America, will underscore the many applications of recycled rubber that produce eco-friendly, smart products when it serves as an exhibitor at the Greenbuild® International Conference and Expo (October 4-7, 2011). The conference is being held at the Metro Toronto Convention Centre in Toronto, Ontario. Liberty Tire Recycling will be located at booth **#4150S**.

“At Liberty Tire Recycling, we are on the cutting edge of developing processes and products that give the marketplace sustainable alternatives, all derived from recycled rubber,” said Jeffrey Kendall, CEO of Liberty Tire Recycling. “The latest example came earlier this month. We became the first and only company to achieve GREENGUARD Synthetic Turf Components Certification from the GREENGUARD Environmental Institute for our synthetic turf infill product. It is definitive proof that our customers are receiving a product that meets stringent requirements from an unbiased, third-party certification organization.”

At Liberty’s booth, show attendees can learn more about how crumb rubber from recycled tires is being transformed into stadium turf infill and rubber mulch for playgrounds and landscaping.

Pinnacle Rubber Mulch, created by Liberty Tire Recycling, offers parks and recreation officials an attractive, durable alternative to traditional wood mulch that can save money over time. Compared with the expense of annually applying wood mulch, the up-front purchase of rubber mulch actually costs up to 65 percent less over a nominal five-year period. Rubber mulch is also non-allergenic; non-toxic; and harmless to plants, pets and children. In addition, it is safer than wood mulch. As a playground safety surface, 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 than wood mulch using half of the material.

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Liberty Tire Recycling to Engage Greenbuild 2011 Attendees with Examples of Smart, Eco-Friendly Products Made from Recycled Rubber (cont.)

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“Crumb rubber also offers value to state transportation departments faced with the overwhelming task of maintaining the nation’s roads and making them safer,” Kendall added. “When used as an additive to a traditional asphalt mix, crumb rubber creates rubberized asphalt. It’s a high-performance alternative to traditional paving material because rubberized asphalt resists cracking and rutting, improves skid resistance, and makes for a quieter ride. It also lowers road maintenance costs.”

Liberty Tire Recycling is the largest scrap tire recycling company in North America. The company recycles more than 130 million tires annually, thereby reclaiming about 1.5 billion pounds of rubber.

Presented by the U.S. Green Building Council (USGBC), the annual Greenbuild International Conference & Expo provides an opportunity for building professionals to learn about the latest innovations, explore new products and exchange ideas. Greenbuild is the world's largest green building conference and represents all sectors of the green building movement.

To learn more about Liberty Tire Recycling, visit www.libertytire.com. For more information about LTR Products and Pinnacle Rubber Mulch, visit www.pinnaclemulch.com.

About Liberty Tire Recycling

Liberty Tire Recycling is the premier provider of tire recycling services in North America. By recycling more than 130 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 Pinnacle Rubber Mulch

Introduced by LTR Products in December 2009, Pinnacle Rubber Mulch is an innovative alternative to traditional wood mulch for landscaping and playground surfacing. Pinnacle Rubber Mulch saves money by remaining bright and plush for at least 12 years with minimal maintenance. It is resistant to wind and water erosion, bug and rodent infestation, fading caused by sunlight, and decomposition. Unlike wood mulch, Pinnacle Rubber Mulch does not compress, thereby providing a thick and luxurious base material for landscape beds. As safety surfacing, a six-inch layer of Pinnacle Rubber Mulch will cushion a child’s fall from as high as 16 feet. For more information about Pinnacle Rubber Mulch, please visit www.pinnaclerubbermulch.com.

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