



FOR IMMEDIATE RELEASE

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

**Liberty Tire Recycling and Performance Bicycle Sponsor
'Bike Tube Blow-Out' Event to Encourage Cyclists to Recycle**
– *Industry Leaders Believe Inner Tubes Account for a Large Amount of Rubber Waste* –

PITTSBURGH, June 16, 2010 – Pittsburgh-based [Liberty Tire Recycling](#), the premier provider of tire recycling services in the United States, has formed a partnership with [Performance Bicycle](#) to encourage cycling enthusiasts to recycle their old inner tubes. Performance Bicycle is the largest multi-channel specialty bike retailer in the U.S., with 86 stores nationwide.

“By collecting and recycling used inner tubes, Liberty Tire Recycling and Performance Bicycle are providing cyclists with an opportunity to prevent the tubes from ending up in a landfill,” said Jeff Kendall, CEO of Liberty Tire. “The tubes we collect and recycle will be transformed into innovative, eco-friendly products that make people’s lives better and safer – everything from rubberized asphalt for highways to rubber mulch for playgrounds and parks.”

This spring, the “Bike Tube Blow-Out” event will run during the grand opening of 12 Performance Bicycle locations across the country. Customers who bring an old inner tube to the event will receive a \$5 gift card, up to three per customer.

“We estimate that a major city can generate several tons of used rubber just from blown out bicycle inner tubes, which usually end up in landfills,” said Jim Thompson, CEO of Performance Inc. “Our aim is to make bike inner tubes a proven reusable resource for playgrounds, manufacturing, and other applications.”

– more –

**Liberty Tire Recycling and Performance Bicycle Sponsor
‘Bike Tube Blow-Out’ Event to Encourage Cyclists to Recycle**
– *Industry Leaders Believe Inner Tubes Account for a Large Amount of Rubber Waste* –

Liberty Tire and Performance Bicycle will hold “Bike Tube Blow-Out” collections at the following locations. For information about dates, please visit www.performancebicycle.com, or Twitter (@[Performance_Inc](https://twitter.com/Performance_Inc)) and [Facebook](https://www.facebook.com/PerformanceBicycle).

- Allentown, PA
- Columbia, MD
- Indianapolis, IN
- Lombard, IL
- Oxnard, CA
- Pittsburgh, PA
- Raleigh, NC
- Santa Monica, CA
- Santa Rosa, CA
- Tualatin, OR
- Tukwila, WA
- Woodland Hills, CA

Liberty Tire Recycling reclaims more than 100 million tires each year at 26 locations throughout the U.S. and Canada, creating about 1.5 billion pounds of recycled rubber for smart, sustainable products. For more information 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 100 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 Performance Bicycle

Performance Bicycle is the number one multi-channel bike specialty retailer in the U.S. and is a wholly-owned subsidiary of Performance Inc. Performance provides a multi-channel cycling retail experience that spans catalogs, a Web site, and 86 nationwide stores that cater to both avid biking enthusiasts and recreational riders. Performance Inc. is majority owned by North Castle Partners of Greenwich, Connecticut. For more information about Performance Bicycle, please visit www.performancebike.com.

###