



**FOR IMMEDIATE RELEASE**

**Contact:** Jeff Donaldson  
412-642-7700  
[jeff.donaldson@elias-savion.com](mailto:jeff.donaldson@elias-savion.com)

**Liberty Tire Recycling to Demonstrate Eco-Friendly Solution to  
Tire Manufacturers at International Tire Exhibition and Conference (ITEC)**  
*– Company to Engage Attendees at Industry Show in Cleveland from September 21-23 –*

**PITTSBURGH, September 15, 2010** – Pittsburgh-based [Liberty Tire Recycling](http://libertytire.com), the premier provider of tire recycling services in North America, will highlight its continental tire collection and recycling services when it engages attendees and other exhibitors at the **International Tire Exhibition and Conference 2010 (ITEC)**, being held at the I-X Center in Cleveland, Ohio from September 21-23.

“Municipalities, trucking companies, automotive service stations and other businesses need a reliable partner that will collect and properly recycle their scrap tires,” said Jeffrey Kendall, CEO of Liberty Tire Recycling. “At Liberty Tire Recycling, we maintain the largest network of tire recycling facilities in North America, making us a one-stop, coast-to-coast tire collection service. Our efforts ensure that millions of tires stay out of the waste stream.”

Each year, Liberty Tire Recycling collects more than 110 million tires of every shape and size from a vast line-up of customers at more than 60,000 locations. The company maintains a network of door-to-door reclamation services with processing plants at strategic locations throughout North America. Once they are collected, the tires are recycled and transformed into smart, eco-friendly products that include crumb rubber for synthetic athletic fields; industrial feedstock for molded products; additive for rubberized asphalt; tire-derived fuel for industrial kilns, mills and power plants; and rubber mulch for landscaping and playgrounds.

— more —

**Liberty Tire Recycling to Demonstrate Eco-Friendly Solution to  
Tire Manufacturers at International Tire Exhibition and Conference (ITEC)  
(cont.)**

*– Company to Engage Attendees at Industry Show in Cleveland from September 21-23 –*

Founded in 1994, the International Tire Exhibition and Conference (ITEC) was created to help tire manufacturers focus on what really happens in the manufacturing of tires – the science, technology, commitment and persistence that goes into turning an idea into the tire of the future. ITEC attracts attendees from every sector of the North American tire industry, including independent tire dealers and retailers, commercial dealers, wholesalers and distributors, rereaders and recyclers, businesses involved with the off-the-road and farm segment, and companies involved with aftermarket and equipment sales.

Representatives from Liberty Tire Recycling will be at the company's booth (#538) in the exhibit hall.

For more information on Liberty Tire Recycling, visit [www.libertytire.com](http://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 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](http://www.libertytire.com).

###