



Creative Recycling Systems Names Sports Marketing Consultants, Inc as Agency for Motorsports Business

Leader in e-recycling technology turns to Charlotte-based sports agency for exclusive representation

CHARLOTTE (February 20) -- Sports Marketing Consultants Inc. (SMC) announced today that they have been retained by Florida-based Creative Recycling Systems (CRS) as their agency of record for all motorsports-related business.

Creative Recycling Systems is recognized as a global leader in the recycling of surplus and end-of-life electronics. CRS has pioneered the development and utilization of state-of-the-art processing and separation technology including the recovery of rare earth elements. The company also specializes in high level data destruction technology and sensitive asset management.

Sports Marketing Consultants Inc. are specialists in the marketing, management and activation of professional sports sponsorships.

SMC played a critical role in the recently announced multi-year partnership agreement between Creative Recycling and the NASCAR Green Innovation group which is responsible for defining and implementing the prominent racing series' environmental strategy.

"NASCAR's outstanding fans, competitive teams and committed partners make it truly one of a kind," said Jon Yob, Founder and CEO of Creative Recycling. "The team at SMC is experienced, driven and committed to helping CRS achieve our goals."

SMC will also advise and direct all future engagement between NASCAR and Creative Recycling, including business-to-business development, activation, joint communications and the introduction of new CRS branding initiatives directed towards the consumer.

"We have been strong supporters of NASCAR's Green Innovation effort since it was first announced," said Andrew Campagnone, Senior Managing Partner at Sports Marketing Consultants, Inc. "With nearly two decades of successful growth that has made it a leader in its field, Creative Recycling will undoubtedly have an immediate impact on that program. SMC is looking forward to being a part of the growth of their relationship with the NASCAR family of fans and business partners."

Creative Recycling joins the roster of Fortune 500 companies, media organizations and professional sports teams that have turned to SMC and its team of veteran motorsports professionals to manage their motorsports marketing and communications business.

About Sports Marketing Consultants, Inc

Sports Marketing Consultants is a full-service sports marketing, communications and event management group with offices in Charlotte, NC. SMC works with professional sports sponsors, teams, venues and participants to acquire and assess information, define marketing and communications strategies, build brand awareness, plan and execute strategic marketing programs, gain mind share among target audiences and ultimately impact their bottom line. For more information: www.sportsmarketingconsultantsinc.com

About Creative Recycling Systems

Founded in 1994, Creative Recycling Systems is an award-winning global leader in the reuse and recycling of surplus and end-of-life electronics. Working with its worldwide partners, CRS is a pioneer in the development and utilization of state-of-the-art processing and separation technology, including the recovery of rare earth elements found in commercial and consumer electronics. Incorporating cutting-edge technology for the recycling of Liquid Crystal Display (LCD) televisions and monitors, CRS provides the United States with the best solution for the millions of tons of electronics that become obsolete every day. For more information: www.crsrecycling.com

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