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Creative Recycling Systems, Inc. Joins NASCAR as Official Green Partner
Company Offers Environmentally Safe Solutions
For Surplus, End-of-Life And Obsolete Electronic Devices

DAYTONA BEACH, Fla. (Feb. 20, 2012) – NASCAR announced today that Florida-based Creative Recycling Systems, Inc. (CRS), a leader in the processing of end-of-life electronics, has joined the stable of Official NASCAR Green Partners.

CRS supplies small, mid-size and *Fortune* 100 companies, government agencies, non-profit organizations, educational institutions and concerned citizens with the best solutions for electronics reuse and recycling. By providing electronic asset disposition management, data security services and by utilizing state-of-the-art processing and separation technology, CRS prevents millions of pounds of electronics from entering the world's landfills each year.

"By partnering with NASCAR we will be able to reach millions of concerned fans every week, fulfilling our mission of building awareness around the fastest growing waste stream in the world," said CRS Founder & CEO Jon Yob. "We have spent 18 years developing and utilizing the best available technology in the world to provide true solutions for the reuse and recycling of the gadgets we as a society have come to rely on."

The Information Age has created a virtual tidal wave of electronics worldwide. Each year in the United States just less than three million tons are made ready for end of life management, with residential households responsible for more than five times more computer products (by weight) than commercial establishments, according to the Environmental Protection Agency. However, 75% of these items end up going into landfill.

"Creative Recycling offers the best end-of-life solution for the electronics our fans use. As our Green platform grows, so does the number of partners featuring sustainability components in their activation," said Jim O'Connell, NASCAR chief sales officer for NASCAR. "Those partners are not only setting new benchmarks with sponsored initiatives across the sport, but they're also doing their part by helping to educate our fans on the importance of sustainable behavior."

NASCAR fans are more likely than non-fans to recycle and describe their households as green. They are also more likely to own electronics and be involved in purchasing decisions at work. Nearly two-thirds of NASCAR fans describe their household as very or somewhat green (Sources: Ipsos, 2011 NASCAR Brand Tracker and Experian Consumer Research - Simmons National Consumer Survey, Fall Full Year 2010).

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According to research, 91% of NASCAR fans say they recycle items at least some of the time, compared to 87% for non-fans. Additionally, NASCAR fans are more likely than non-fans to say they plan to buy various mobile devices in the coming year (such as an iPhone, Blackberry, Android-powered phone or other mobile device), suggesting they will have millions of “old” electronic devices that can be recycled. (Sources: Ipsos, 2011 NASCAR Brand Tracker and Experian Consumer Research - Simmons National Consumer Survey, Fall Full Year 2010.)

Since its 2008 launch, NASCAR Green has focused on three key areas: waste, emissions and power. Aside from a host of new partners joining the effort with substantive programming, many track and team operators have launched their own programs in areas such as recycling, advancing land and energy conservation, and adopting alternative energy sources.

“We’re proud to welcome Creative Recycling as an Official NASCAR Green Partner and to join them in the effort to productively and profitably reprocess and reuse electronic products,” said Dr. Michael Lynch, NASCAR managing director of green innovation. “Our fans are avid recyclers, as evidenced by the largest recycling program in all of sports, and adding a partner like this is another positive step toward reducing our sport’s impact on the environment.”

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America’s premier sports. NASCAR races are broadcast in more than 150 countries and in 20 languages. In the U.S., races are broadcast on FOX, TNT, ABC/ESPN/ESPN2, SPEED and SiriusXM Satellite Radio. NASCAR fans are among the most brand loyal in all of sports, and as a result more *Fortune* 500 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. Also part of NASCAR is GRAND-AM Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach, Fla., NASCAR has offices in eight cities across North America. The next NASCAR Sprint Cup Series race, the 54th annual Daytona 500 at Daytona International Speedway, will air Feb. 26th on FOX at 1 p.m. ET. For more information and a complete schedule, visit www.nascar.com. Follow NASCAR on www.facebook.com/NASCAR or on Twitter: @NASCAR.

About Creative Recycling Systems, Inc.

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.