



FOR IMMEDIATE RELEASE

Wednesday, January 30, 2008

Nike Grind: A Perfect Fit for ECORE

Nike partners with ECORE International in program that finds innovative uses for recycled athletic shoes.

Lancaster, PA- ECORE International has built a thriving business developing innovative ways to reduce, reuse, and recycle rubber. So when the opportunity presented itself to work with the Nike Corporation through its Nike Grind recycling program, the company leapt in with both feet! The Nike Grind program is a unique combination of recycling, innovation, sports and community give-back.

Nike Grind is the raw material resulting from the recycling of athletic shoes through Nike's Reuse-A-Shoe initiative and Reuse-A-Shoe allows consumers to drop off any athletic shoe, Nike or not, at various Nike stores and other collection points across America. These shoes are then ground into rubber crumb, foam crumb, and upper crumb material affectionately called "Nike Grind". Nike then partners with market-leading surfacing companies that use Nike Grind in the manufacture of high-quality sports surfaces such as tennis and basketball courts, running tracks, athletic fields and playgrounds.

ECORE uses a proprietary process that combines Nike Grind Rubber with other ground recycled rubbers and polymers. After this mixture is molded, sets and cures, it is cut into sheets to produce rubber matting and flooring used in Nike retail stores across America. This flooring features a distinct multi-colored speck surrounded by high quality black recycled tire rubber. ECORE uses Nike Grind Foam in a similar process to create rubber and foam underlayment that can be used underneath poured urethane sports surfaces.

"ECORE appreciates our relationship with Nike and we are privileged to be a part of such a rewarding program," said Art Dodge, ECORE International's CEO. "They share our commitment to preserving the environment and our passion for using our resources wisely."

Proceeds generated by the Nike Grind program are invested through Nike's "Let Me Play" initiative, Nike's global movement to use sport to improve lives. One piece of this program includes contributing to the rebuilding of sports facilities in under-served

communities around the world. Since 1993, Nike has contributed to over 250 surface donations and recycled over 20 million pairs of athletic shoes. To learn more about Nike Grind visit www.nikegrind.com.

ECORE International (formerly Dodge-Regupol, Inc.) is North America's largest user of scrap tire rubber, recycling 80 million pounds of scrap tire rubber per year and helping conserve more than 1 million barrels of oil in the process. Ecore carries a diverse portfolio of successful products, including ECOSurfaces Commercial Flooring, EVERLAST Performance Flooring, PuzzleTile, Pavesafe, QT, TransMat and PlayGuard safety surfacing, to name just a few. Ecore's subsidiary units, A-Turf, SurfaceAmerica, and SpectraTurf are leaders in playground surfacing, gymnasium flooring, fitness flooring, specialty surfacing, and artificial turf. Visit the Ecore website at www.ecoreintl.com.

###