



## **Ecore International Named AlwaysOn GoingGreen 50 Winner**

### ***Company Selected as a Leading Green Technology Innovator for 2009***

Lancaster, PA, February 27, 2009 – Ecore International, manufacturer of Everlast Sports Surfacing, announced today that it has been selected to the 2009 GoingGreen East 50 Top Private Company List. The GoingGreen East 50 Award is given to private, emerging companies creating new business opportunities in green technology. Ecore International was selected by the AlwaysOn editorial team based on demonstration of growth, market opportunity, quality of innovation and customer traction.

“As a company committed to environmental sustainability and product innovation, we are proud to be acclaimed as a leading green company by the GoingGreen East 50 Award. This recognition represents our continuing commitment of providing quality, sustainable and innovative products for a wide variety of applications.”  
Art Dodge, President, Ecore International

Ecore International and the other GoingGreen East winners will be recognized at the GoingGreen East Conference at the Four Seasons in Boston, MA, March 9-11. This two-and-a-half day executive conference is co-presented and will feature presentations and high-level debates from CEOs, journalists, industry experts, investors and greentech executives.

“The GoingGreen East 50 companies have demonstrated their tenacity even in the toughest economic conditions that the technology world has ever encountered,” said Tony Perkins, founder and editor of AlwaysOn. “We applaud their success in pushing the boundaries of innovation, creating market opportunities and transforming the industry even in the earlier stages of their businesses.”

The GoingGreen East 50 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list.

A full list of all the GoingGreen East 50 winners can be found on the AlwaysOn website at <http://alwayson.goingon.com/permalink/post/31372>

#### **About AlwaysOn**

ALWAYS ON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYS ON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYS ON is also revolutionizing the media business by applying its open-media principles to its executive event series (Summit at Stanford, OnMedia, OnHollywood, GoingGreen East and West, Venture Summit East and West) and quarterly print “blogazine” by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYS ON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

#### **About Ecore International**

ECORE International, manufacturer of Everlast, has been at the forefront of recycling efforts since their inception in 1989. Twenty years ago, Ecore pioneered the recycled rubber flooring category. Today, as North America’s largest user of recycled scrap tire rubber, Ecore processes more than 80 million pounds of scrap tire rubber each year, and helps conserve more than one million barrels of oil in the process to convert pliable treads into durable product solutions for commercial, industrial and architectural applications.