



For Immediate Distribution

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Cindy Coutts, President, (905) 874-6835

Sims Recycling Solutions Expands in Canada: Investing in Better Electronics Recycling Technology

Toronto, ON – Sims Recycling Solutions Canada is excited to announce the introduction of its newest electronics recycling facility, located in Mississauga, Ontario. The 287,000 square foot facility is home to the most advanced technology that Sims Recycling Solutions has to offer for the recycling of end of life electronics, also known as waste electronic and electrical equipment (WEEE) or e-waste.

The three-phase project includes a fully mechanized cathode ray tube (CRT) recycling process that yields commodity grades of leaded and non-leaded glass from monitors and televisions; better metals recycling technologies; and the newest plastic separation technology allowing for closed loop recycling of plastics. The net result of this multi-million dollar investment provides higher recycling rates while maintaining the strict environmental and safety standards most commonly associated with Sims Recycling Solutions. "The economies of scale, security, environmental performance and associated low carbon footprint of this single process will offer our customers better value and peace of mind for their recycling requirements," says Cindy Coutts, President of Sims Recycling Solutions Canada.

"Ontario, home to 39% of the Canadian population, is the latest province to mandate WEEE recycling. The volume of WEEE requiring processing in Ontario alone has increased from a strictly voluntary market to over 42,000 metric tonnes per year forecast driven by regulation" says Coutts. "The investment by Sims Recycling Solutions into both new recycling technology and facilities provides evidence of the company's commitment to continuously developing better green technology and more green jobs in Canada"

With a receiving capacity in excess of 100,000 mt per year, the new site will provide electronics recycling services to residential consumers, businesses, governments and provincial programs throughout Canada. The facility is set to begin process this month.

Sims Recycling Solutions' leadership in the environmentally sound recycling of end-of-life electronics provides cost effective recycling solutions that focus on industry leading recycling standards. The Canadian operation is currently ISO 14001:2004, OHSAS 18001:2007, RCMP and Controlled Goods Approved, EPSC RVQP and Responsible Recycling (R2) Practices certified.

Over the last 5 years, Sims Recycling Solutions Canada has recycled over 85 million pounds of electronic scrap in Ontario alone and over 880 million pounds globally in 2010 to some of the highest global standards.

About Sims Recycling Solutions Canada

Sims Recycling Solutions Canada is part of Sims Recycling Solutions, the world's largest electronics recycler with No. 1 market positions in the United Kingdom, Continental Europe, North America, Australia and Asia. Sims Recycling Solutions is a subsidiary of Sims Metal Management (www.simsmm.com), a \$7.5 billion (Australian) publicly-traded company that is the world's largest metals recycler with No. 1 or No.2 market positions in Australia, New Zealand, United Kingdom, the US and Canada.

Sims Metal Management has been named as one of the Global 100 most Sustainable Corporations in the World at the both the 2009 and 2010 World Economic Forum in Davos, Switzerland

<http://www.simsrecycling.com>
www.global100.org