



Media Release

WORLD'S MOST TECHNOLOGICALLY ADVANCED E-WASTE RECYCLING FACILITY OPENS IN CANADA

(Mississauga, ON, Feb. 9, 2011) The world's most advanced e-waste recycling facility began formal operations today, as executives and dignitaries ceremoniously started the processing line of Sims Recycling Solutions' (SRS) new flagship 287,000 sq. ft. facility in Mississauga, Ontario. At its peak operational capacity, the facility will recycle 100,000 metric tonnes of waste electronic and electrical equipment (WEEE) annually and will be the primary receiving point for Ontario's mandated WEEE program.

Before a crowd of over 200, Ontario Minister of Environment John Wilkinson; local Member of Provincial Parliament (MPP) Amrit Mangat (Mississauga--Brampton South); Graham Davy, Chief Executive Officer of European Metals and Global SRS; Steve Skurnac, President SRS – Americas; Cindy Coutts, President SRS – Canada; Beatrice Olivastri, Chief Executive Officer of Friends of the Earth – Canada; and employees from Sims Recycling Solutions simultaneously “flipped the switch” and sent the first load of computer monitors and television e-waste for processing.

Environment Minister Wilkinson observed “This facility is going to make an important contribution to recovering the raw materials used in electronic products while diverting hazardous materials that would otherwise end up in our landfills and contaminate our drinking water.” Adding, “Sims’ investment in this facility and new recycling technology is evidence of the company’s commitment to continuously develop innovative green technology and more green jobs in Ontario.”

The e-waste processing equipment installed at this facility is the product of decades of technological refinement at SRS facilities world-wide. There are 3 significant areas of innovation – a fully mechanized, zero-waste process for recycling old cathode ray tube (CRT) monitors and televisions; better metals recycling technologies that recover more metals from WEEE and advanced plastic separation technology that ensures closed-loop, plastic-to-plastic recycling.

Sims’ multi-million dollar investment in Mississauga ensures higher recycling rates while maintaining the strict environmental and safety standards synonymous with Sims Recycling Solutions.

Cindy Coutts, President of Sims Recycling Solutions Canada stated, “The economies of scale, security, energy efficiency, environmental performance and associated low carbon footprint provide our customers with better value and peace of mind for their recycling requirements.”

In Ontario during the last 5 years, Sims Recycling Solutions has recycled over 45 million kilograms of WEEE. Globally, Sims Recycling Solutions processed over 400 million kilograms in 2010.

“This is an exciting time to be in the WEEE business in Ontario. It is significant to the health of the Canadian environment that Ontario, home to 39% of Canada’s population, now has a mandated WEEE recycling program. There is an opportunity to recover, reuse and recycle an estimated 42,000 metric tonnes per year of WEEE in Ontario alone.” Coutts concluded, “With governments looking to progressive policies on waste diversion and key electronic product producers looking to close the loop on their WEEE, Sims’ is prepared to provide best-in-class electronics recycling services to residential consumers, businesses and provincial programs across Canada.”

Cautionary Statements Regarding Forward-Looking Information

This release may contain forward-looking statements, including statements about Sims Metal Management’s financial condition, results of operations, earnings outlook and prospects. Forward-looking statements are typically identified by words such as “plan,” “believe,” “expect,” “anticipate,” “intend,” “outlook,” “estimate,” “forecast,” “project” and other similar words and expressions.

These forward-looking statements involve certain risks and uncertainties. Our ability to predict results or the actual effects of our plans and strategies is subject to inherent uncertainty. Factors that may cause actual results or earnings to differ materially from these forward-looking statements include those discussed and identified in filings we make with the Australian Securities Exchange and the United States Securities and Exchange Commission (“SEC”), including the risk factors described in the

Company's Annual Report on Form 20-F, which we filed with the SEC on 23 December 2010.

Because these forward-looking statements are subject to assumptions and uncertainties, actual results may differ materially from those expressed or implied by these forward-looking statements. You are cautioned not to place undue reliance on these statements, which speak only as of the date of this release.

All subsequent written and oral forward-looking statements concerning the matters addressed in this release and attributable to us or any person acting on our behalf are expressly qualified in their entirety by the cautionary statements contained or referred to in this release. Except to the extent required by applicable law or regulation, we undertake no obligation to update these forward-looking statements to reflect events or circumstances after the date of this release.

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Sims Recycling Solutions Canada (SRC) 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. SRC is a subsidiary of Sims Metal Management (www.simsmm.com), a \$7.5 billion (Australian) publicly-traded company, 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 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 operations are currently ISO 14001:2004, OHSAS 18001:2007, RCMP and Controlled Goods Approved, EPSC RVQP and Responsible Recycling (R2) Practices certified.

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.

For further details, refer to the Backgrounder below.

For photos, log on to FTP site (for PC, use Internet Explorer)

Address: ftp://huffstrategy.com/Sims

Username: u38074434-photodrop

Password: ReporterPASS

To schedule interviews, please contact:

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<http://www.simsrecycling.com>

www.global100.org

BACKGROUND

SIMS RECYCLING SOLUTIONS EXPANDS IN CANADA!

We are pleased to announce that Sims Recycling Solutions, global leader in electronics recycling, has expanded in Canada.

WHY?

Sims is introducing 3 new technologies, developed through internal R&D that will yield better recycling rates at lower costs. We are also pleased to be investing in the green economy in Ontario, creating a net new 100-200 green jobs, in order to keep up with the demand for priority end of life electronics recycling to the highest global environmental and security standards.

SITE

The new site is located in Mississauga, Ontario, in close proximity to several major highways for ease of transport. The site is 287,000 ft², about 3 times the size of the current Sims Canadian facility in Brampton, Ontario.

WHY A NEW SITE IN CANADA?

Canada, population 35M, has embraced product stewardship and has enacted takeback regulations similar to the EU WEEE Directive in most major provinces. Ontario, home to 39% of the Canadian population is the economic center of the country, was 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 64,000 mt per year forecast driven by regulation. SRS currently holds the #1 market position in Canada and is committed to offering new and better capacity, technology and pricing to its customers.

TECHNOLOGY AT THE NEW SITE

The site will house 3 new technologies that will yield better recycling rates at lower processing costs:

- Phase 1 - A fully mechanical CRT processing line, capable of processing 20,000 lbs/hr providing the highest recycling rates available in the industry.
- Phase 2 - A full primary metals separation line; including the newest metal separation technology employed by SRS (part of Phase 1)
- Phase 3 - A plastics separation line providing double the recycling rate of plastics of current separation technologies.

CANADIAN WEEE PROCESSING CAPACITY (FULLY PERMITTED)

	Annual WEEE processing capacity (mt/yr)
Brampton Site	25,000
New Mississauga Site	75,000
Total Canada	100,000

PROJECT TEAM

The first truly international Sims Recycling Solutions technology team was assembled to capitalize on the collective knowledge of WEEE processing technology within the company.

FUN FACTS

- SRS will provide 100-200 new green jobs in Ontario
- WEEE will be processed from across Canada and NE US
- First modified SRS bulk handling facility in the Americas
- Grand Opening will be in Early 2011