



PRESS RELEASE

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Disposal specialists clean up at Green Awards

By fending off competition from more high profile contenders, Tier 1 Asset Management Ltd scooped the 'Market Leaders' crown at the recent European Green IT Awards held in London. Proving that size doesn't need to matter when it comes to guiding the business world's environmental practices, the IT disposal specialist saw off stiff opposition from multi-national giants such as BT, Ricoh and AMD to claim the honour.

Judges saw how Tier 1's secure and ethical end of life IT service is driving change by encouraging the re-use of equipment that has reached the end of its life in the corporate world, and how Tier 1 assist many of the country's largest organisations to benefit from this environmentally friendly approach. Furthermore, they made special reference to the service that is often cost-neutral when the perception of green services is that they come at premium prices.

Tier 1's initial nomination was supported by a number of projects they carried out on behalf of their clients who are constantly striving to stress their green credentials to an increasingly environmentally-aware public. A replica FA Cup trophy produced for E.ON, sponsors of the famous competition, will be featured in the Carbon Footprint initiative run by the power company, while Tier 1 transform the plastic waste from Telecoms giant Vodafone's end of life IT

equipment into green plastic timber used to produce garden furniture that they have donated to schools and community projects around their Newbury base.

Tier 1 MD Jonathan Rose was delighted at his company's success.

"To find ourselves nominated in the Market Leaders category in such lofty company was an achievement in itself, but to take them on and actually win is a real triumph. It goes to show how seriously business now takes the topic of IT disposal and in particular how important an ethical approach has become."

Rose continued, "The award showcased our creativity in boosting our clients' corporate social responsibility through recycling, but Tier 1's emphasis is, and always will be, is on the re-use of end of lifecycle IT in its original form. This is where we really add value to our customers and where the environment most definitely benefits. We've even found ourselves in situations where security-conscious organisations such as Police Forces and Government Departments who once destroyed their data bearing assets now utilise our processes that guarantee the security of their information and allow them to benefit from the green re-use of their equipment."

Attached photographs

- (1) Managing Director Jonathan Rose receives the European Green IT Award for Market Leadership
- (2) The recycled FA Cup made by Tier 1 for E.ON UK out of redundant IT parts

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Tier 1 Asset Management Ltd Profile

Tier 1 Asset Management Ltd is one of the leading UK companies in managing the disposal and remarketing of redundant IT equipment, handling some of the largest and most sought-after projects in the country. Within a secure, ethical and environmentally sound framework, there is an emphasis on sustainable solutions that extend the life of redundant IT equipment as far as possible before looking for a recycling solution. The company is authorized by HM Government to handle data classified up to and including 'secret'. Tier 1's attitude to the environment underpins the business as a whole and is demonstrated through ISO 14001 certification achieved in February 2006 and the prestigious ICER-accredited WEEE Recycler status in January 2007. Tier 1 is also an ISO9001 accredited company.

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