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REGISTRATION IS OPEN FOR 2012 TIA OTR CONFERENCE

***Conference to Take Place February 15 – 18, 2012 in Rancho Mirage, CA;
Registrations Currently Only Being Taken Via Fax, Mail or E-Mail;
Interested Attendees are Urged to Register for Golf Tournament Early***

Bowie, MD – The **Tire Industry Association (TIA)**, one of the world's leading authorities on tires, today announced that registration is now open for the 2012 TIA OTR Conference, which will take place February 15 – 18, 2012 at the Westin Mission Hills Resort & Spa, located in Rancho Mirage, CA. Currently, registrations are only being taken via fax, mail and e-mail; to download a registration form, visit the "Events" section of www.tireindustry.org.

Additionally, spots for the golf tournament, which will take place at the Classic Club in nearby Palm Desert, CA are very limited; interested attendees are urged to reserve their spot as soon as possible. Unlike at this year's conference, there will be no overflow golf course next year, so once the spots are gone, there will be no other conference golf options.

The TIA OTR Conference offers OTR professionals with an unparalleled opportunity to learn the latest trends in the industry, in addition to providing valuable networking and enjoyable social opportunities. Tim BeVier, Manager of National Account Business Development for TECH International, and a 2011 TIA OTR Conference attendee, commented on the opportunity this event presents: "Our team was very pleased with . . . the level of activity generated from this event . . . We have several major initiatives in the works and had the opportunity to visit with most of these parties (current and potential clients) during the conference." Tire Recycling Consultants' Rob Czukor, another 2011 attendee, said, "I believe the program has been perfected! I do not know of anything that could be added which would improve the conference. It is the most professionally produced conference that I attend."

Sponsorships for the 2012 conference are also available. For more information, contact LaKisha Pindell at 800.876.8372, ext. 104 or at lpindell@tireindustry.org.

About TIA:

TIA is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material or services to the industry. The Tire Industry Association (TIA) has a history that spans more than 80 years and includes several name changes. Originally known as the National Tire Dealers & Retreaders Association (NTDRA), the organization gave birth over the years to the American Retreaders Association (ARA) and the Tire Association of North America (TANA). ARA changed its name to the International Tire & Rubber Association (ITRA) and merged with TANA in 2002 to form the current Tire Industry Association (TIA), which now represents every interest in the tire industry. For more information, visit www.tireindustry.org, or call 800.876.8372.

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