

**ALLIANCE POLYMERS, LEADING TPE SUPPLIER, LENDS SUPPORT TO
RADICAL NEW PRODUCT – PLASTIC TRUCK AND FLEET
SNOW/MUD/SAND “CHAINS” THAT REALLY WORK**

Durable Enough to be Driven Hundreds of Miles

ROMULUS, MI (February 6, 2011) – One of the hottest new products – durable, effective chains injection molded out of a proprietary polymer for cars, trucks, RVs, snowmobiles and cars – has now been endorsed and supported by a leading TPE supplier and technical support firm. Patented GoClaws® made from a high grade TPU (thermoplastic polyurethane) from Advanced Traction Systems, Inc. (www.flextrax.com) are now being endorsed, assisted and supported by Alliance Polymers & Services, LLC (APS). APS is the primary materials supplier and technical molding resource for the manufacture of GoClaws and other related Advanced Traction Systems company products.

According to company sources, the new injection molded plastic product is taking municipal and private fire truck, police and ambulance owners and operators and off-road enthusiasts as well as car and truck fleet companies, by storm. The patented product is not only easy to install and works extremely well in snow, ice, mud or sand, but these tire chains are extremely durable. In recent tests by ATS, even after being driven on snow-covered AND dry pavement more than 300 miles, the plastic tire chains continued to perform and showed little, if any, signs of wear.

Developed as a viable alternative to conventional, fast-wearing, noisy and difficult-to-install metal chains, new GoClaws are the result of many years of design and development based on proven techniques of mechanical engineering, physics, material selection, advanced plastics molding and hydraulics. Materials supplier Alliance Polymers & Services, which not too long ago started small and is now a formidable TPE

supplier, saw the potential of GoClaws and invested heavily in the company in terms of providing material samples, beside-the-press advice and formulations, cost breaks on materials and giving extensive, free technical support and other concessions.

Alliance Polymers and Advanced Traction Systems proudly note that some of the continent's largest and most prominent distribution and retail outlets are testing and considering selling the new products. A large portion of the success of the design is attributed to the high quality and unique durability of the thermoplastic polyurethane, a proprietary polymer which is distributed nationally by Alliance Polymers & Services LLC.

GoClaws and other vehicular traction products are designed and manufactured by Advanced Traction Systems, Inc., Cleveland, TN. Other company traction products are sold under the names Flex-Trax, SnoBoots and SnoClaws. Features and benefits of the products include: snow or mud tires only when a user needs them; easy installation; no tools required; can be installed at any time, even when the vehicle is stuck; works in snow, ice, mud or sand; self-cleaning; self-tracking; easy on tires, wheels and the pavement; tough enough to be driven on dry pavement; lightweight; will not rust; durable; and competitively priced.

Alliance Polymers & Services, LLC in Romulus, MI, is a full service warehousing, distribution, shipping and technical service organization dedicated to helping TPE, TPU and other elastomer marketers and processors with all their product and technical support needs. The firm currently markets and supports Polymax Maxelast® TPEs and BASF Elastollan® TPUs. APS is owned and operated by three of the industry's leading marketing and technical support executives, Roger

J. Huarng, Stephane Morin and Ron Sheu, formerly with BASF Corporation. They work with a series of independent technical agents located in key cities and markets throughout the North American Continent.

For more information on TPEs for conventional, unique or highly durable applications, contact: Marketing Department, Alliance Polymers & Services LLC, 30735 Cypress Road, Suite 400, Romulus, MI 48174. Tel: 734-710-6700. Fax: 734-7106715. Web: www.apstpe.com. Email: sales@apstpe.com

For more information on the line of traction products, contact: Marketing Department, Advanced Traction Systems, Inc., 2765 Michigan Avenue Road NE, Cleveland, TN 37312. Tel: 1-800-788-9912. Fax: 1-800-788-9217.

www.YouTube.com/user/nopieinthesky.

Web: www.flextrax.com. Email: tbright@flextrax.com.