FOR IMMEDIATE RELEASE

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ALLIANCE POLYMERS & SERVICES CHANGES WEBSITE

Changed to Reflect Growing Product Line, Better Serve Customers

ROMULUS, MI (September 25, 2010) -- Less than a year in business, Alliance Polymers & Services, LLC, (APS) North America’s fastest-growing distributor and technical support resource for TPU and TPE elastomers, has completely changed their website. Even their URL has been changed, from www.alliance-tpu.com to www.apstpe.com.

Reasons for the change, note company officials, include APS taking on one of the plastic industry’s most comprehensive line of TPEs, or thermoplastic elastomers. In August of 2010, APS began selling and providing technical support for SEBS-based Maxelast® TPEs. This new addition to the company’s extensive Elastollan® TPU (or thermoplastic polyurethane) product line from BASF, the world’s largest manufacturer of TPU, enables elastomer users to have a one-stop resource for their product design and manufacturing needs. The full series of TPU and TPE data sheets are available for viewing and comparison on the APS website.

APS notes that their new and improved website is a working document, with comprehensive information and useful tips being added to the site on a regular basis.
For further information on TPU and TPEs available from APS, contact: Alliance Polymers & Services, LLC, 30735 Cypress Road, Suite 400, Romulus, MI 48174. Tel: 734-710-6700. Fax: 734-710-6715. Email: info@apstpe.com. Web: www.apstpe.com.