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**Las Vegas Company Signs Licensing Agreement With Canada Based Billian International**

*Phoenix Industries has announced the recent acquisition of preparatory technology for the pelletizing of rubber modified asphalt to be used in the paving industry.*

LAS VEGAS, NV, January 26, 2010 **/24-7PressRelease/** -- Phoenix Industries (PI), an innovative leader in the field of waste tire recycling plants and asphalt rubber blending equipment has announced the recent acquisition of preparatory technology for the pelletizing of rubber modified asphalt to be used in the paving industry. This licensing agreement between Billian International and PI allows Phoenix Materials Technologies, a wholly-owned subsidiary of PI, to produce and market this U.S. and Internationally Patented product.

Kelly Sockwell, PI's Director of Operations stated, "we are very pleased to have this agreement in place, it will help us expand our product line while staying within our company's initiative of green and sustainable projects. We are always looking for new and profitable applications for recycled materials and believe this has a huge potential."

According to the Billian International web, site the asphalt rubber pelleted binder for hot mix is a blend of high quality asphalt oil reacted with ground tire rubber, lime and other preparatory ingredients. With this material being in pellet form the world now has a safer, environmentally sound, storage stable and more readily available asphalt rubber binder. Moreover, this product often costs less than current non-green, less effective polymer asphalts.

The President of Billian International, Bill Bailey commented, "I feel we have a very good team, with the know-how and expertise of Phoenix Industries, we can bring the benefits of paving with recycled tire rubber to areas that could not afford to do so with the old field blended method."

Mr. Sockwell went on to say, "we are now in the process of building our first plant in the Las Vegas area and should have it operational in July of this year. We also hope to be installing our first of several international plants in the fourth quarter of this year."

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