

KFA NEWS RELEASE



Kingdom Tower Project – Jeddah, Saudi Arabia (to be The Tallest Building in the World)
Kingdom Tower Project Facts are contained at the bottom of this news release.

KFA Marketing Consulting makes visit to Jeddah, Saudi Arabia to develop tire recycling business in the Kingdom

December 9, 2013 Jeddah, Kingdom of Saudi Arabia: Keith Fryer Associates CA, Inc., aka **KFA Marketing Consulting** is presently on an extended visit to Saudi Arabia consulting with a major tire recycling entity based in Jeddah. KFA is working in close collaboration with **Khodr I. Saab** President of **K. I. Saab & Associates** the Los Angeles based environmental recycling consultancy is providing a wide range of consulting services to a major client group in the region.

The consulting work includes; providing marketing support services and product development work following the commissioning of a new scrap tire recycling facility, as well as evaluating a range of value-added down-stream products. The down-stream products made from scrap tires includes; sports surfacing for gyms and recreation facilities, sound underlayment used in high rise buildings like the Kingdom Tower project; where sound underlayment products are to be specified. Other products include asphalt rubber – asphalt rubber is now being used on new roads in various parts of the Kingdom, Qatar and the UAE.

Further announcements will be made during Q1-2014 when pending new contracts are expected to be finalized.

About KFA – Keith Fryer has been associated with the tire recycling industry sector for many years and has been involved with market development work in Germany and the Middle East Gulf States - where Keith spent more than 5-years living and working in Riyadh, Saudi Arabia.

Strategic alliances have been established and a new KFA focus is being developed in collaboration with K. I. Saab & Associates to introduce tire recycling systems, technologies and

know-how in Europe, the Middle East and elsewhere around the world based on 20+ years tire-recycling industry experience.

About KSA - With almost 20-years of international experience (including building the first tire recycling plant in Dammam, Saudi Arabia) associated with the tire recycling sector, KSA is pleased to be closely affiliated with KFA and our group can collectively bring specialist knowledge and expertise to the table and advise clients in all areas of the tire recycling business; from initial feasibility studies, design and development, technology transfer programs, project management and other associated services covering all aspects of the tire recycling arena.

For more general information contact –

Keith J. Fryer / President
KFA Marketing Consulting
Orange County, USA
Tel: 949-413-9190
Email: Kfryer@kfa-ca.com
Web: www.kfa-ca.com

Kingdom Tower Jeddah, Saudi Arabia - Project Facts:

Expected to cost \$1.2 billion to construct, **Kingdom Tower** will be a mixed-used building featuring a luxury hotel, office space, serviced apartments, luxury condominiums and the world's highest observatory. Kingdom Tower's height will be at least 173 meters (568 feet) taller than Burj Khalifa, which was designed by **Adrian Smith** while at Skidmore, Owings & Merrill. AS+GC's design for Kingdom Tower is both highly technological and distinctly organic.

For more information visit:

Adrian Smith + Gordon Gill Architecture - www.smithgill.com
