

Media Release

FOR IMMEDIATE RELEASE

Company Founder Awarded Entrepreneur of the Year

Perth, Western Australia, August 22, 2011

Gene Kostecki, the founder of Alloy Steel International, was awarded the recognised title of Entrepreneur of the Year – Western Region, in the category of Manufacturing at the Ernst & Young Entrepreneur of the Year Award ceremony held at the Burswood Convention Centre in Perth on July 28, 2011.

The Ernst & Young Entrepreneur Of The Year is one of the world's most prestigious business awards for entrepreneurs. Hailed as the first and only truly global award of its kind, the award celebrates those who are building and leading successful, growing and dynamic businesses, recognising them through regional, national and global awards programs in more than 140 cities in 50 countries.

Asked about winning the award, Gene attributed ambition, belief of concept and teamwork as the key attributes of a good entrepreneur. "An entrepreneur needs to have a vision and a fire in his or her belly to reach that vision. But they also need a good team with the same passion to help take you there."

Alloy Steel International manufactures Arcoplate - the world's most wear resistant fused alloy steel plate. Arcoplate is extensively used throughout the global mining industry, both in Australia and 14 overseas markets. A unique product that delivers cost and time saving benefits, Arcoplate has been widely adopted by major companies involved in mining and mineral processing, as well as by leading original equipment manufacturers.

ENDS

Web links:

- Alloy Steel International and Arcoplate– alloysteel.net
- Ernst & Young Entrepreneur of the Year – ey.com/au/eoy

For Further Media Information Contact:

- Barry Woodhouse, Chief Financial Officer – Alloy Steel International
Tel: +61 8 9248 3188, Email: barry@alloysteel.net