



NEWS RELEASE

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TSI Launches Sulphur – an advantaged element[®] video and website

WASHINGTON, DC, USA, June 18, 2013 – The Sulphur Institute (TSI) has released a new video highlighting the important role sulphur has in everyday life. The video and accompanying website were created in support of TSI's ongoing *Sulphur – an advantaged element[®]* campaign. "Sulphur is often misunderstood and the campaign, which includes our new video, is designed to foster awareness and describe sulphur's many benefits," commented Donald Messick, Vice President, Communications, Marketing and Agriculture for TSI.

Visit the *Sulphur – an advantaged element[®]* campaign at its new web address www.SulphurInstitute.org/Advantaged to learn more about sulphur and its role in agriculture, land reclamation, and infrastructure. The short video is a useful introduction to the campaign and sulphur in general.

Founded in 1960, TSI represents all stakeholders actively engaged in producing, buying, selling, handling, transporting, or adding value to sulphur on a global basis. For more information about TSI membership, programs and contributions to the industry, contact Joshua Maak, The Sulphur Institute, 1020 19th Street NW, Suite 520, Washington, DC 20036, USA. Telephone: +1 202 215 9240; E-mail: JMaak@SulphurInstitute.org; Website: www.SulphurInstitute.org.

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Important Style Note to Editors: Sulfur is the preferred spelling in the United States, but the formal name of The Sulphur Institute is spelled with a "ph."