



Essar Steel Algoma Inc.
105 West Street
Sault Ste. Marie, Ontario
Canada P6A 7B4

T +1 - 705 - 945 2351
F +1 - 705 - 945 2203
www.algoma.com

NEWS RELEASE

Wednesday, November 26, 2008

Essar Steel Algoma 'How Steel Is Made' Series Featured on TVO Kids

SAULT STE. MARIE – December 1st through 5th, a simplified rendition of how steel is made at Essar Steel Algoma will broadcast across the province on TVO Kids. Shot as a series of twelve ninety second segments, host Jackie English picks up the process at ironmaking and follows the making of a steel coil through to the end of the line at Essar's Direct Strip Production Complex. Geared to 7-11 year olds, the commentary is simple and straightforward and the images are sure to capture the imagination of many curious young minds.

Broadcast Schedule

Monday, December 01st

4:20 pm – explaining raw materials

4:55 pm – tapping the blast furnace / torpedo car transfer

Tuesday, December 02nd

4:20 pm – charging scrap

4:55 pm – making liquid steel

5:20 pm – transfer to Ladle Metallurgy Furnace

Wednesday, December 03rd

4:20 pm – electrodes inserted at Ladle Metallurgy Furnace

4:55 pm – transfer to Direct Strip Production Complex turret

Thursday, December 04th

4:20 pm – slab emerging from caster

4:55 pm - rolling

5:20 pm – run out table

Friday, December 05th

4:20 pm – coiling

4:55 pm – strapping and loading

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Essar Steel Algoma's Chief Operating Officer, Armando Plastino is very pleased with this educational outreach opportunity, noting "The making of steel is a fascinating manufacturing process and we believe it is important to introduce this industry to children across the province. They will be our future steelmakers, engineers and trades people and their lives will be touched by steel in an infinite number of ways. We are proud of our employees and the quality product we produce, and we appreciate TVO's invitation to tell our story of how steel is made."

Anyone interested in the steelmaking process is encouraged to tune into the program next week and share in this exciting educational outreach initiative.

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Company Contact:
Brenda Stenta
Manager, Corporate Communications
Phone: 1.705.945.2209
Email: bstenta@algoma.com