

**FOR IMMEDIATE RELEASE**

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**BUTECH BLISS SELECTED FOR CUT-TO-LENGTH LINE AT OLYMPIC STEEL**

***Project Expected to Help Drive Accuracy and Efficiencies for Olympic's Services***

**Salem, OH – April 21, 2011** – Butech Bliss today announces they have been selected by Olympic Steel (Nasdaq: ZEUS), a national steel service center, to install a new cut-to-length line at their Gary, IN facility.

The Butech Bliss cut-to-length line, which will be installed in the first quarter of 2012, is part of a comprehensive processing line, including a four high temper mill supplied by I2S, LLC.

The 200 FPM cut-to-length line will process high strength steel with a thickness range of .530" to .075" with coils up to 80,000 lbs. and up to 74" wide.

According to Jock Buta, Executive Vice President of Butech Bliss, the Salem, OH based equipment manufacturing and engineering company was selected because of recent work it conducted at the Olympic Steel facility in Cleveland, OH.

Butech Bliss will begin manufacturing the equipment for the new line at its wholly owned 400,000 s.f. technology center in Salem in the first quarter of 2011.

Once the line is fully operational, it will add between 150,000 and 180,000 tons of capacity to Olympic Steel's annual capabilities.

**About Butech Bliss**

*Butech Bliss pioneering design, engineering and manufacturing capabilities includes 125 years of experience in coil processing; mill equipment construction; extrusion, forging and melting; and contract manufacturing. For more information, visit the Company's website at [www.butechbliss.com](http://www.butechbliss.com).*

**About Olympic Steel**

*Founded in 1954, Olympic Steel is a leading U.S. metals service center focused on the direct sale and distribution of large volumes of processed carbon, coated and stainless flat rolled sheet, coil and plate steel and aluminum products. Headquartered in Cleveland, OH, the Company operates 15 facilities. For further information, visit the Company's website at [www.olysteel.com](http://www.olysteel.com).*

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