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**CUSTOM ANNOUNCES COMPREHENSIVE MARKETING CAMPAIGN
TO SUPPORT FUSION PRO™**

*New print ads, videos and case studies to feature real-world tile professionals
touting the benefits of the revolutionary Single Component Grout™*

SEAL BEACH, Calif. – January 28, 2013 – To support the introduction of its game-changing Fusion Pro™ Single Component Grout™, Custom Building Products (<http://www.custombuildingproducts.com/>) announces a 2013 marketing campaign that will include a series of print ads, videos and case studies featuring tile professionals. Each component in the program highlights the benefits of CUSTOM's new grout, which is considered a major breakthrough in indoor, outdoor, commercial and residential grout performance because it combines the best benefits of cementitious and epoxy grouts into a singular solution.

Throughout its campaign, CUSTOM will use real-world installations and testimonials from tile professionals to help illustrate the attributes of Fusion Pro, which became widely available in the market late last year.

“The boundaries of high-performance grout technology have been widened with the launch of Fusion Pro, and Custom Building Products is eager to tell its story,” said Anthony Pasquarelli, marketing services manager for Custom Building Products. “We listened to our customer’s needs and then developed Fusion Pro. The upcoming marketing campaign will capture the excitement surrounding Fusion Pro through the use of print ads, video, and a growing chorus of tile professionals who have discovered the benefits of the product.”

(more)

CUSTOM'S 2013 Fusion Pro marketing campaign will consist of:

- New campaign theme of "The grout world is changing, and Fusion Pro is changing it" along with new print ads featuring installation projects from around the United States that utilize Fusion Pro
- New videos and case studies featuring "Fusion Pros" (tile professionals who have discovered the benefits of Fusion Pro)
 - Lambert Tile & Stone President and NTCA Region 10 Director Dan Lambert to be featured as the first "Fusion Pro"
- The presence of "Fusion Pros" at CUSTOM's booth at the upcoming Surfaces trade show (Jan. 29-31, Mandalay Bay Convention Center in Las Vegas)

Fusion Pro Single Component Grout offers unsurpassed stain resistance and ultimate color consistency, balanced with easy to spread and clean attributes. It cures with exceptional hardness, similar to cement grouts, while delivering high stain resistance characteristics of epoxy grouts. Fusion Pro also includes Microban® antimicrobial protection, and is available in 24 designer-inspired colors.

About Custom Building Products

Custom® Building Products is widely recognized as the premier provider of performance-driven tile and stone installation systems for the North American market. The company's product brands, including WonderBoard® backerboards, Fusion Pro™, Prism® SureColor®, CEG-Lite® and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and AquaMix® maintenance products, and SuperiorBilt® tools are considered among the most popular and most trusted by industry professionals. Custom Building Products continually raises standards for the tile and stone industry through its commitment to provide performance-driven installation systems and support.

CUSTOM's website offers comprehensive resources including product and warranty information, installation specifications and technical support. For more information on the company's broad family of quality tile and stone installation products, please call (800) 272-8786 or visit www.custombuildingproducts.com.