



NEWS RELEASE
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**CUSTOM UNVEILS A NEW COLORS AND NEW LOOK FOR POLYBLEND,
AMERICA'S #1 GROUT.**

New logo and packaging reinforce brand's position as America's #1 grout.

SEAL BEACH, Calif. – January 21, 2011 – Custom[®] Building Products announces new branding for its most popular grout, Polyblend[®], including a new logo, new packaging and a new tagline, “America’s #1 Grout.” The branding effort is part of a broader initiative for Custom’s Grout Solutions to increase overall brand awareness of Custom’s entire line of grout products and build on Custom’s reputation as an leader and trusted supplier of grout products.

Polyblend is also the most preferred brand of grout among contractors in America, according to the CLEARreport by ClearSeas Research.

The new packaging, which will feature the new logo and tagline, is a stronger, high-performance bag designed for increased durability.

The proven formula for the Polyblend product remains the same. This polymer-modified grout produces hard, dense joints that are resistant to shrinking, cracking and wear. Polyblend is formulated with Custom’s proprietary technology to ensure durability, color consistency and quick setting. Polyblend is available in an industry-leading 48 colors. Widely used for a broad range of grout applications, the Polyblend brand offers a comprehensive line of products, including Sanded Grout, Non-Sanded Grout, White Dry Grout and Grout Renew.

“The new look for Polyblend highlights the brand’s outstanding success in the marketplace,” said Thomas Carroll, product manager, Custom Building Products. “We’ve made the packaging and logo more contemporary but have remained true to the product formula that is so popular with customers.”

Another key aspect of the Custom Grout Solutions initiative is the launch of a new microsite - **customgroutsolutions.com**, featuring a wealth of

resources about Custom grout products, installation and care, product warranties, new colors and other valuable information. This offers a compact, concise and easy-to-use platform to assist customers in choosing the right products to suit their needs.

About Custom Building Products

Custom[®] Building Products is widely recognized as a leading manufacturer of tile and stone installation systems for the North American market. The company's product brands, including WonderBoard[®] and EasyBoard[®] backerboards, Prism[®] SureColor[®] and Polyblend[®] grouts, a comprehensive line of lightweight mortars, TileLab[®] and AquaMix[®] maintenance products, and SuperiorBilt[®] tools are considered the most popular and most trusted by industry professionals. Custom Building Products continually raises the standards for the tile and stone industry through its commitment to innovation, performance and exceptional customer service.

Custom's Web site 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.

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