



NEWS RELEASE
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**CUSTOM INTRODUCES NEW COLORS AND PACKAGING FOR PRISM[®]
SURECOLOR[®] PREMIUM CEMENT-BASED GROUT.**

Update is part of a broader initiative to improve overall merchandising and ease of use of Custom's grout product line.

SEAL BEACH, Calif. – January 21, 2011 – Custom[®] Building Products, known as the leading provider of stone and tile installation systems in North America, has updated the packaging and color palette of its Prism[®] SureColor[®] grout. The new protective box, designed with handles for easier carrying, contains 3 x 5.7 lb. sealed bags of the Prism grout, extending its shelf life.

Custom has also added 6 new colors to the Prism palette, for a total of 24 to keep pace with the latest popular color choices in the tile industry. New colors, including Tobacco Brown, New Taupe, Pewter, Saddle Brown, Antique Linen, and Chateau, will be available on March 1, 2011.

Prism SureColor premium cement-based grout is made from a unique formula that ensures consistent color with no shading, regardless of the type of tile, temperature or humidity, and it does not effloresce. Prism's dense joints provide more resistance to stains than standard cement grouts and cures quickly, developing high early strength. Formulated with CustomLite[™] Technology, Prism is 32% lighter than other grouts, providing excellent handling characteristics and a smooth, creamy texture that accommodates grout joints as narrow as 1/16" (1.6 mm). Polymer-modified, it simply has to be mixed with water for use in any tile or stone installation. Prism SureColor grout also meets ANSI A118.7 specifications.

“At Custom, we’re always looking for ways to improve our products, both from a performance and merchandising standpoint. These latest improvements to Prism make what we believe to be the industry’s best performing premium-cement based grout even better,” said Tom Carroll, product manager, Custom Building Products. “The new packaging and colors are part of a comprehensive set of initiatives to reinforce Custom Building Products as the leader in grout solutions, as reflected in our new tagline, ‘We Know Grout, We’re Custom.’”

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[®] backerboard, Prism[®] SureColor[®] and Polyblend[®] grouts, a comprehensive line of mortars including MegaLite Rapid Setting and FlexBond Crack Prevention 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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