



NEWS RELEASE
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**CUSTOM ANNOUNCES NEW INITIATIVES TO PROMOTE
CUSTOM GROUT SOLUTIONS.**

New branding, merchandising and color options will reinforce the company's leadership position in the grout market.

SEAL BEACH, Calif. – January 21, 2011 – Custom[®] Building Products announces a broad-scale initiative to showcase its complete line of custom grout solutions. The campaign, which will feature a new advertising tagline, “We Know Grout, We’re Custom,” underscoring the company’s leadership position and its reputation for the industry’s best-performing products, broadest array of colors, advanced technical expertise and exceptional customer service.

The Custom Grout Solutions initiatives will include new branding and packaging for Polyblend[®] grout, the number one selling grout in America; new packaging for Prism[®] SureColor[®] Grout, Custom’s premium cement-based grout; and new merchandising solutions that will make it easier for customers to select the grout that best meets their needs.

New color options will also be added to three major Custom grout brands: Polyblend[®], Prism[®] and CEG-Lite[®] — expanding the palette to reflect the most current and popular colors in the industry. In addition, colors will be added to Custom’s commercial 100% silicon caulk to match up with CEG-Lite[®].

The new packaging, color choices and merchandising solutions will be available on March 1, 2011.

“Custom is already known industry-wide for the depth and breadth of our grout solutions,” said Thomas Carroll, product manager, Custom Building Products. “Our new colors and new merchandising will give customers even more reasons to choose our products for all of their grouting needs.”

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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