



NEWS RELEASE
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**CUSTOM SIMPLIFIES GREEN COMPLIANCE WITH IT NEW EMERALD
SYSTEM OF TILE INSTALLATION PRODUCTS.**

*Emerald System addresses critical green building issues as agency compliance,
system warranties and greenhouse gas emissions.*

SEAL BEACH, Calif. – January 21, 2011 – Custom[®] Building Products takes its longstanding Build Green[®] program to the next level with its new Emerald System[™] of products. All Emerald system products comply with the standards of all five emerging green building agencies. Emerald system products have recycled material content and low VOC (Volatile Organic Compound) content. These products are manufactured to reduce their energy footprint and comply with all major green building initiatives, including ANSI (American National Standards Institute), CALGreen (California Green Building Standards Code) and USGBC (United States Green Building Council). Emerald products are also eligible for Custom's System Warranties, including its Lifetime Warranty.

In addition to simplifying compliance standards, Emerald Systems also offers an industry first -- Carbon Offset Credits. During the manufacturing of Portland cement, which used in many construction products including tile installation products, carbon dioxide (CO₂) is released into the atmosphere. Carbon Dioxide (CO₂) emissions are believed to be a major contributor to increased greenhouse gases in the atmosphere.

When a project using Emerald System Products is registered for a warranty, Custom Building Products will purchase Carbon Credits to offset the

amount of CO2 created from the cement used in its products. Custom has partnered with TerraPass®, a leading social enterprise to obtain the carbon offset credits that Custom will then issue to the project owner. TerraPass then uses the funds to support projects that reduce CO2 emissions.

“Custom Building Products is continually searching for ways to minimize our environmental impact. With the introduction of the Emerald System, we are taking action today to make green compliance easier and move forward on reducing CO2 emissions,” said Steve Taylor, Director of Technical Marketing, Custom Building Products.

About Custom Building Products

For nearly a decade, Custom has been using pre- and post-consumer recycled materials in manufacturing its tile and stone installation products, all of which carry Custom’s Build Green® logo. More than 100 Custom products help contribute to LEED® certification in at least one of three categories.

Emerald System includes leading-edge Custom products such as including LevelLite® Self-Leveling Underlayment, MegaLite® Crack Prevention Mortar, Prism® SureColor® Grout and CEG-Lite® Commercial Epoxy Grout.

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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