



NEWS RELEASE
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**CUSTOM UNVEILS NEW MERCHANDISING TO SHOWCASE POLYBLEND,
PRISM AND CEG-LITE GROUT SOLUTIONS.**

*New merchandising is part of a broad-scale initiative to highlight company's
breadth of offerings.*

SEAL BEACH, Calif. – January 21, 2011 – Custom[®] Building Products, known as the leading provider of stone and tile installation systems in North America, has introduced new merchandising to showcase the company's broad range of grout solutions, including all three of Custom's popular grout brands: Polyblend[®], Prism[®] and CEG-Lite[®].

The new merchandising will feature a variety of form factors, including a Spinning Countertop Grout Selector, Portable Grout Selector, Combined Grout Kit, Combined Color Cards and Architect Fan Decks. The merchandising's unique, user-friendly designs and colorful, contemporary graphics will make it easier for customers to select the grout that best meets their needs.

"We are very excited about the new presence this merchandising will give Custom Grout Solutions in the channel," said Tom Carroll, product manager, Custom Building Products. "Today's customers are looking for information, and these new selling aids make it more accessible than ever."

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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