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**CUSTOM BUILDING PRODUCTS ADVANCES GROUT TECHNOLOGY
WITH INDUSTRY'S FIRST "SINGLE COMPONENT® GROUT"**

Patented Fusion Pro® delivers unsurpassed stain resistance for lasting performance

SEAL BEACH, Calif. – Jan. 19, 2015 – Custom Building Products (<http://www.custombuildingproducts.com/>) leads the grout industry with its breakthrough technology in Fusion Pro® Single Component® Grout. Featuring an advanced formula that delivers unsurpassed stain resistance without ever needing to be sealed, this ready-to-use product requires no mixing and is easy to spread and clean. It offers the ultimate in color consistency and cures with exceptional hardness, similar to cement grouts.

Fusion Pro's newly patented formula contains advanced resins, which gives it a creamy, easy-to-spread consistency. It is engineered to provide strong stain resistance and can be used with virtually all types of tile and natural stone applications that contain grout joints ranging from 1/2-inch down to 1/16-inch. The product will not sag or slump making it ideal for interior and exterior floor, wall and countertop installations.

"With Fusion Pro Single Component Grout, CUSTOM has expanded the boundaries of high-performance grout technology yet again, creating a totally new grout category. It's the original. The talented, creative minds of our research and development team have pushed scientific envelopes to develop this patented product that achieves exceptional performance and ease of use. We feel so strongly about this innovation that we have adopted 'Single Component® Grout' as our own trademark," said Tony Pasquarelli, marketing services manager for Custom Building Products.

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“Our new technology represents a revolution within the tile and stone industry by offering installers a product that delivers the best of cement-based and two-part epoxy grouts, all in a single-component formula. Fusion Pro performs better, is easier to use, and offers the benefit of epoxy-like performance in a more economical solution. No sealing is required, saving time on the job site. In our research, Fusion Pro's superior stain, chemical and crack resistance as well as its color uniformity appealed to contractors seeking a high-performance grout.”

Fusion Pro has been successfully used in commercial, as well as residential projects nationwide since 2012. It has been specified by major retailers and has also been utilized in condos, hotels, airports and other major transportation stations.

Fusion Pro also includes Microban® antimicrobial protection. Founded in 1994 by three biomedical engineers, Microban technology is available in a wide range of products including building materials, ceramics and polymers sold in more than 30 countries. Microban technology works continuously to inhibit the growth of damaging microbes such as bacteria, mold and mildew that can cause stains, odors and deterioration on dried grout. Fusion Pro is available in 40 designer-inspired colors in 2015.

About Custom Building Products

Custom Building Products is North America's leader in flooring preparation products and tile and stone installation systems for residential and commercial projects. The company's product brands, including a comprehensive line of surface preparation products like WonderBoard® Lite backerboards and RedGard® waterproofing and crack prevention membrane, thin-set, lightweight and large format tile mortars, professional grouts like Fusion Pro™, Prism®, CEG™ and Polyblend® as well as TileLab® and Aqua Mix® maintenance products and SuperiorBilt® tools are considered among the most popular and most trusted by industry professionals. Complete and qualifying installation systems are backed by CUSTOM's industry leading lifetime system warranty. Custom Building Products continually raises standards for the flooring, tile and stone industry through its commitment to provide performance-driven installation systems and support.

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For more information on CUSTOM's quality tile, stone and flooring installation products and comprehensive resources including product and warranty information, installation specifications and technical support, please visit www.custombuildingproducts.com or call (800) 272-8786.

U.S. Patents 8,357,238, 8,876,966

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