



FOR IMMEDIATE RELEASE

Contacts:

Joey Peters
Weber Shandwick Worldwide
(404) 266-7596
jpeters@webershandwick.com

Brett Willi
Weber Shandwick Worldwide
(404) 266-7501
bwilli@webershandwick.com

THE QUIKRETE® COMPANIES EXPANDS INTO WESTERN CANADA WITH ACQUISITION OF TARGET PRODUCTS

ATLANTA (Feb. 8, 2008) – The QUIKRETE® Companies today announced its acquisition of Target Products, Ltd., the leading producer of dry mix concrete and cement related products in Western Canada.

With manufacturing and distribution facilities near Vancouver, British Columbia and in Edmonton and Calgary, Alberta, Target Products offers a diverse product line serving both consumer and professional markets, in addition to specialized engineering services for the mining and concrete products industry. All Target Products management and employees will be retained and remain under the leadership of former principals; Dallas Mowat, Neil Duke and John Giraud.

“Target Products has a strong reputation based on the company’s outstanding employees, technical expertise, service, quality control and state of the art production facilities,” said Jim Winchester, president and CEO, The QUIKRETE® Companies. “As such, Target Products is a welcome addition and complement to The QUIKRETE® Companies as we expand our overall Canadian presence.”

Prior to the acquisition of Target Products, QUIKRETE® products have been available to Canadian customers in: greater metropolitan Montreal and other parts of Quebec; greater metropolitan Toronto; most of Southwestern Ontario; and most major maritime cities.

“The QUIKRETE® Companies are known for offering superior quality, product depth and distribution capability,” said Neil Duke, former principal of Target Products. “We are excited about the opportunity to contribute to the continued growth and availability of this highly respected brand in the Canadian commercial building and home improvement industries.”

--more--

The QUIKRETE Companies Inc.

One Securities Centre
3490 Piedmont Road, Suite 1300
Atlanta, GA 30305
404.634.9100 • 404.842.1424 Fax • www.quikrete.com



The QUIKRETE® Companies

The QUIKRETE® Companies are the largest manufacturers of packaged concrete in the United States and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in 88 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit www.quikrete.com or call (800) 282-5828.

#