



FOR IMMEDIATE RELEASE

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**QUIKRETE® DEMONSTRATES HOME REPAIR, BUILDING AND COATINGS
EXPERTISE AT 2007 INTERNATIONAL BUILDERS' SHOW**

-- Booth W5263 During IBS 2007 --

ORLANDO, Fla. (Feb. 8, 2007) – The QUIKRETE® Companies, **booth W5263**, will showcase its expanded line of residential, light construction and concrete coatings products – featuring new custom coating systems – at the 2007 International Builders' Show from Feb. 7 to Feb. 10 at the Orange County Convention Center in Orlando, Fla.

Featured home improvement products to be highlighted and demonstrated at the show include QUIKRETE® Countertop Mix, QUIKRETE® Multi-Purpose Concrete Resurfacer, QUIKRETE® Etching Stain and QUIKRETE® Etching Stain High Gloss Sealer, QUIKRETE® Premium Clear Epoxy Coating, QUIKRETE® Tintable Epoxy Garage Floor Coating Kit and QUIKRETE® Color Flakes.

The QUIKRETE® Companies also will introduce three professional-grade products for the commercial building industries to aid “on the job” decision makers and influencers meet the demand of any jobsite. These construction products include QUIKRETE® Polymer Modified Veneer Stone Mortar, QUIKRETE® PowerLoc™ Jointing Sand and QUIKRETE® Self-Consolidating Core-Fill Grout.

Hands-on demonstrations will showcase the following products:

QUIKRETE® Countertop Mix

QUIKRETE® Countertop Mix is a self-consolidating, construction grade material designed for cast-in-place concrete countertops in the kitchen and bath. Its self-consolidating properties allow the mix to flow around reinforcement materials to create beautiful custom-made countertops.

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Concrete countertops made with QUIKRETE® Countertop Mix can be customized to individual specifications with a variety of decorative colors, stains, finishes and functional features including integrated cutting boards, inserts and back splashes. QUIKRETE® Countertop Mix can be used in conjunction with QUIKRETE® Concrete Sealer and QUIKRETE® Liquid Cement Color, available in red, brown, buff, charcoal and terra cotta, for a personalized and professional finish.

QUIKRETE® Multi-Purpose Concrete Resurfacer

QUIKRETE® Multi-Purpose Concrete Resurfacer provides an enhanced formula suitable to resurface, patch and repair heavily damaged concrete and masonry surfaces such as driveways, patios, walks and walls. The polymer modified, Portland cement based resurfacer offers a cost-effective alternative to removing and replacing worn or scaling concrete with a durable, wear-resistant surface designed to withstand heavy foot and vehicle traffic.

QUIKRETE® Tintable Epoxy Garage Floor Coating Kit

Based on consumer demand for more choices in its garage floor coatings line, The QUIKRETE® Companies have developed a custom coating system which includes the QUIKRETE® Tintable Epoxy Garage Floor Coating Kit, tints to 64 base coating colors, and four decorative flake combinations. QUIKRETE® Color Flakes, available in Granite, Sand, Light Gray and Tan, combined with the base coats creates hundreds of custom garage floor finishes. The decorative flakes are packaged in an easy-to-use shaker bottle to ensure uniformity in applying the flakes on top of the color bases.

QUIKRETE® Tintable Epoxy Garage Floor Coating Kit results in a semi-gloss finish that is twice as strong as concrete and provides unsurpassed durability. Formulated with BOND-LOK® technology, the system promotes the ultimate bond between the concrete and coating. As a result, the finished surface is ready for heavy use and car traffic within 72 hours.

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QUIKRETE® Premium Clear Epoxy Coating

QUIKRETE® Premium Clear Epoxy Coating Kit delivers a custom showroom finish by adding a clear, high-gloss topcoat to concrete garage floors following the application of the QUIKRETE® Epoxy Garage Floor Coating Kit. As part of this custom coating system, the QUIKRETE® Premium Clear Epoxy Coating Kit also can be applied over QUIKRETE® Etching Stain for interior etching-stained concrete.

The versatile concrete coating kit includes a two-part epoxy, anti-skid additive and instructional how-to DVD to ensure positive end results. In addition, the QUIKRETE® Premium Clear Epoxy Coating Kit is low-odor and cleans easily with soap and water.

QUIKRETE® Etching Stain and QUIKRETE® Etching Stain High Gloss Sealer

Giving interior floors and exterior surfaces the appearance seen at upscale homes, restaurants and shops, QUIKRETE® Etching Stain provides a multi-toned finish to compare with weathered marble, natural stone or marble. QUIKRETE® Etching Stain is available in rich earth tones, including Coffee, Tan and Olive, which are permanently imprinted into the concrete as the etching stain chemically reacts with the concrete.

QUIKRETE® Etching Stain High Gloss Sealer delivers a clear, high-gloss topcoat to any exterior surface, including driveways, walkways and backyard patios, when applied over QUIKRETE® Etching Stain. In addition, QUIKRETE® Etching Stain High Gloss Sealer enhances the durability and color depth of the etched concrete surface.

QUIKRETE® Polymer Modified Veneer Stone Mortar

QUIKRETE® Polymer Modified Veneer Stone Mortar is a water resistant, pre-blended mortar containing properly graded masonry sand and dry polymer resin designed for Veneer applications and tuck-pointing of stone and thin brick. The polymer modified mortar mix is formulated and tested to provide contractors with improved mortar to unit compatibility and optimal bond strength. The better adhesion also allows for dry stacking installation.

With improved consistency and workability, QUIKRETE® Polymer Modified Veneer Stone Mortar is designed for use in mortar joint applications, as a bonding coat to adhere stone to a wall and as a 3/8 inch to 1/2 inch scratch coating applied over expanded metal lath.

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QUIKRETE® PowerLoc™ Jointing Sand

QUIKRETE® PowerLoc™ Jointing Sand is suitable for sweeping into paving stone joints. Once placed and dampened, QUIKRETE® PowerLoc™ Jointing Sand hardens to lock pavers in place. QUIKRETE® PowerLoc™ Jointing Sand is available in 50-pound bags. Dependant upon joint design, the approximate coverage per bag varies between 50 to 55 square feet of tumbled pavers or between 85 to 90 square feet of regular pavers.

QUIKRETE® Self-Consolidating Core-Fill Grout

QUIKRETE® Self-Consolidating Core-Fill Grout is a commercial grade, highly fluid grout specifically designed to fill masonry block cores without segregation and bleedwater. Without the need for vibration equipment during installation, QUIKRETE® Self-Consolidating Core-Fill Grout reduces labor costs and results in complete placement through congested reinforcement.

The material is highly fluid and stable, offering increased lift heights versus conventional grouting, as well as greater productivity and a better bond to reinforced steel. QUIKRETE® Self-Consolidating Core-Fill Grout mixed to a 24-inch to 28-inch (600-700 mm) slump-flow can be poured or pumped into cores of masonry walls in lifts up to 12 feet 8 inches (4 m).

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 86 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.

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