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Contacts:

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

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

QUIKRETE® UNVEILS NEWLY-DESIGNED COMPANY WEB SITE
Optimized navigation, enhanced content provide customers with more relevant features

ATLANTA (June 18, 2009) – To better serve its customer base, The QUIKRETE® Companies, the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries, announced today that it has completely redesigned and upgraded its Web site, www.QUIKRETE.com.

With new features relevant to its contractor and homeowner customers, the company’s site offers an optimized navigational design for faster and easier informational access. The homepage showcases a new product introduction area, a feature case study summary and a seasonal home project tutorial. These feature sections are updated on a bi-weekly basis to provide timely and compelling information.

“Our top priority is to ensure our customers have access to accurate, detailed information that is going to help them be successful – be it on the job or around the home,” said Dennis Winchester, QUIKRETE executive vice president. “This new design helps simplify finding relevant content while educating professionals about our extensive line of products and inspiring homeowners with repair and renovation projects.”

The project inspiration section directs homeowners to full-color excerpts taken directly from the company’s new book, “Guide to Concrete, Masonry & Stucco Projects.” The new book is the first in a series of QUIKRETE books written in cooperation with Creative Publishing Int.

The homepage also includes a section on the company’s quarterly e-newsletter and resource links defined through the “On the Job” and “At Home” portals.

Within these subsections, professionals can reference technical data and case study examples specific to their building segment, while homeowners can gain project inspiration through an interactive “virtual home” and a diverse project library.

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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



These features, in addition to a quantity calculator and a question submission page, allow professionals and homeowners to obtain technical expertise, thoughtful advice and a prompt response to their questions.

For distributors, The QUIKRETE Companies plans to introduce a “Dealers-only” login section. The portal will include such exclusive content as a Universal Product Codes (UPC) guide, an advertising tool kit, and online training and continuing education modules.

ABOUT QUIKRETE

The QUIKRETE[®] Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE[®] products are manufactured and bagged in 90 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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