



SPEC MIX BRICKLAYER 500® REGIONAL PRESS RELEASE

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October 8, 2009 Revision

FOR IMMEDIATE RELEASE:

FROM: SPEC MIX®, Inc.

CONTACT: Jeff Farmakes, 651-905-8109 - for more information regarding this event.

SPEC MIX, Inc. releases 2009 SPEC MIX BRICKLAYER 500® Regional Schedule

MENDOTA HEIGHTS, MN — SPEC MIX®, Inc., has released the 2009 SPEC MIX BRICKLAYER 500® Regional Schedule. The schedule includes regional host contact information for all masonry competitors interested in applying to the competition. The SPEC MIX BRICKLAYER 500 program is the leading bricklaying competition with the world's largest prize package. The SPEC MIX BRICKLAYER 500 Regionals are the qualifying competitions held throughout the US and Canada. The winners of these regional competitions go on to compete at the SPEC MIX BRICKLAYER 500 National competition in Las Vegas, Nevada. This event, held at the World of Concrete/World of Masonry trade show crowns the "World's Best Bricklayer," and SPEC MIX TOP CRAFTSMAN award. These competitors from the Regionals to the National vie for thousands of dollars in cash and prizes, with the top awards given out in Las Vegas, Nevada.

Established to showcase the skill and craftsmanship of professional masons, the general description of the bricklaying competition is as follows: Each team consists of a mason and a mason tender, and a defined work area. The contest requires all masons to meet the quality standards of the event www.smbi500.com/documents/2009_bi500_rules.pdf They have 60 minutes to complete their 26 foot, double wythe brick wall www.smbi500.com/documents/2009_wall_drawing.pdf Each regional competition has the first place winner going on to the National. Award places are based on the highest brick counts meeting the quality standards and competition rules. The SPEC MIX TOP CRAFTSMAN award is judged the most sellable wall meeting a qualifying brick count. This award is the second most coveted award at the event, yet for some winning the SPEC MIX TOP CRAFTSMAN award is their main goal, and has the second highest award purse.

The 2010 SPEC MIX BRICKLAYER 500 National will be held at the Masonry Construction's Challenge arena during the 2010 World of Concrete/ World of Masonry trade show and is tentatively scheduled for Wednesday, February 3, 2010.

2009 SPEC MIX BRICKLAYER 500 Regionals

1. SPEC MIX Bricklayer 500 Regional – Seattle

Date: August 7, 2009

Licensee: Central Pre Mix

Location: Masonry Institute of Washington - 6737 Corson Ave S, - Seattle, WA 98108

Contact: Fred Zissel (206) 730-0295

Time: 11:00 AM

SPEC MIX Manager: Tom Peterson (612) 750-8653

2. SPEC MIX BRICKLAYER 500 Regional — Ohio

Date: August 8, 2009

Licensee: QUIKRETE Cleveland

Location: QUIKRETE Cleveland – 2693 Lake Rockwell – Ravenna, OH 44266

Contact: Patrick O'Toole (216) 513-9502 or Brian Tillett (513) 615-4986

Time: 11:00 AM

SPEC MIX Manager: Nick Blohowiak (920) 737-3856

3. SPEC MIX BRICKLAYER 500 Regional — Chicago

Date: August 21, 2009

Licensee: Packaged Concrete Inc.

Location: Packaged Concrete Inc. – 1S950 South Lorang Rd. – Elburn, IL 60119

Contact: Brian Petty (630) 557-8252

Time: 1:00 PM

SPEC MIX Manager: Nick Blohowiak (920) 737-3856

4. SPEC MIX BRICKLAYER 500 Regional – Iowa & Central Illinois

Date: September 18, 2009

Licensee: Great River SPEC MIX & TCC Materials Iowa

Location: Kirkwood Community College – 6301 Kirkwood Boulevard – Cedar Rapids, IA 52406

Contact: Arlen Beck (563) 506-1152 or Scott Ellingson (515) 360-2319

Time: 1:00 PM

SPEC MIX Manager: Nick Blohowiak (920) 737-3856

5. SPEC MIX BRICKLAYER 500 Regional — Colorado

Date: September 19, 2009

Licensee: QUIKRETE Denver

Location: QUIKRETE Denver – 2660 West 64th Ave. – Denver, CO 80221

Contact: Riley Allen 303-819-7459/Brian Harms 303-819-7458

Time: 11:00 AM

SPEC MIX Manager: Tom Peterson (612) 750-8653

6. SPEC MIX BRICKLAYER 500 Regional — Wisconsin, UP Michigan

Date: September 25, 2009

Licensee: QUIKRETE Wisconsin

Location: QUIKRETE Wisconsin – W225 N6236 Village Drive – Sussex, WI 53089

Contact: Roy Greenwood (262) 246-4501

Time: 1:00 PM

SPEC MIX Manager: Nick Blohowiak (920) 737-3856

7. SPEC MIX BRICKLAYER 500 Regional — Utah

Date: October 9, 2009

Licensee: Ash Grove Packaging Salt Lake City

Location: Ash Grove Packaging Salt Lake City – 15567 Minuteman Dr. – Draper, UT 84020

Contact: Rick Marsh 801-931-8899, Paul Jahn 801-554-1038

Time: 11:00 AM

SPEC MIX Manager: Tom Peterson (612) 750-8653

8. SPEC MIX BRICKLAYER 500 Regional — Northern California

Date: October 17, 2009

Licensee: QUIKRETE Sacramento

Location: QUIKRETE Sacramento – 7705 Wilbur Way - Sacramento, CA 95828

Contact: Rob Dyer – (916) 919-0463

Time: 11:00 AM

SPEC MIX Manager: Tom Peterson (612) 750-8653

9. SPEC MIX BRICKLAYER 500 Regional — Oklahoma

Date: October 30, 2009

Licensee: Ash Grove Packaging

Location: Tulsa Technology Center – 3420 South Memorial Drive – Tulsa, OK 74147

Contact: Joe Mathia (405) 308-6875 or David May (501) 831-2983

Time: 11:00 AM

SPEC MIX Manager: Nick Blohowiak (920) 737-3856

10. SPEC MIX BRICKLAYER 500 Regional – Kitchener, Ontario

Date: November 5, 2009

Licensee: Forwell Materials, Inc.

Location: Conestoga College – 108 University Avenue East – Waterloo, Ontario N2J 2W2

Contact: Dean Garbutt (519) 240-7265

Time: 11:00 AM

SPEC MIX Manager: Nick Blohowiak (920) 737-3856

11. SPEC MIX Bricklayer 500 Regional – Calgary, Alberta

Date: November 6, 2009

Licensee: QUIKRETE / Target – Alberta

Location: Southern Alberta Institute of Technology - 1301 16th Ave. NW - Calgary, AB T2M 0L4

Contact: Tom Bartley (403) 651-0650

Time: 11:00 AM

SPEC MIX Manager: Tom Peterson (612) 750-8653

12. SPEC MIX BRICKLAYER 500 Regional — North & South Carolina

Date: November 14, 2009

Licensee: QUIKRETE North Carolina

Location: QUIKRETE North Carolina – Highway 74 West – Peachland, NC 28133

Contact: Jason Stutts (704) 287-8551

Time: 1:00 PM

SPEC MIX Manager: Nick Blohowiak (920) 737-3856

This 2009 SPEC MIX BRICKLAYER 500 Regional schedule content is subject to change without notice at the discretion of SPEC MIX, Inc. Additional Regionals may be added to the schedule. For the most current schedule information go to:

www.specmixbricklayer500.com

To view an archive video of the 2009 SPEC MIX BRICKLAYER 500 National competition go to:

<http://www.specmix.com/promotionalwork.html>

SPEC MIX® is a national source for high quality; factory produced cementitious products for the construction industry. With more than 57 licensed manufacturers located in major markets across the U.S., and Canada, the SPEC MIX team utilizes computerized batching equipment and the finest materials to ensure total quality control throughout any masonry project. We also offer various patented silo systems to maximize a contractor's proficiency and safety rating. Our purpose is to keep a masonry crew going, moving and working.

Published 10 times a year, MASONRY CONSTRUCTION magazine is the premier source of information for masons. Masonry Construction's Challenge takes place at World of Concrete each year and is a series of competitions designed to demonstrate the skills of masons. The SPEC MIX BRICKLAYER 500 National Competition and the SPEC MIX TOUGHEST TENDER are two of the premier events within the Masonry Construction's Challenge program.

World of Concrete and Masonry Construction are owned by Hanley Wood LLC, the premier media and information company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Founded in 1976, Hanley Wood is a \$250 million company owned by affiliates of JPMorgan Partners, LLC. CCMP Capital Advisors manages the Hanley Wood investment for JPMorgan Partners.

NOTE USE OF TERMS:

For trade news

Please respect all legal trademarks for trade use. In print, the correct way to refer to the competition event is the 2009 SPEC MIX BRICKLAYER 500® Regional — Location, case use as shown. The award title for SPEC MIX TOP CRAFTSMAN®, should be in all caps followed by the word, "award." When writing about our corporation the correct way to write our corporate name is SPEC MIX®, Inc. if referring to our brand the correct way is SPEC MIX®. The ® mark should always be used on the 2009 SPEC MIX BRICKLAYER 500®, and SPEC MIX®, Inc. the first time either term is used in body copy and always used when either term is in a headline or sub-headline.

For general news and mass media

If this information is being used for general news or mass media follow your own editorial polices. We do ask that the full term of the event be used at least once at the beginning of the article, thereafter, "event or competition" would be acceptable terms. Please do not cut, rename or edit the legal trademark title of the event so as to maintain the legal brand name and its integrity.

If you have any questions regarding this event, need images, video footage or logos, please contact me.

Regards,

Jeff Farmakes

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Marketing/ Marketing Communications

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