



SPEC MIX BRICKLAYER 500®

PRESS RELEASE

KEEP GOING. KEEP MOVING. KEEP WORKING.™



DATE: 12/17/07
FOR IMMEDIATE RELEASE:

FROM: SPEC MIX®, Inc.
Contact: Jeff Farmakes, 651-905-8109 - for more information regarding this event.

The 2008 SPEC MIX BRICKLAYER 500® National Bricklaying Championship Competitors finalized

LAS VEGAS, NV — The final selection of the 2008 SPEC MIX BRICKLAYER 500® National bricklaying championship competitors has been finalized. This year's competition is made up of winning regional bricklayers from 15 regions nationwide in the US. For the first time masons from Canada and Great Britain will compete. Competition bricklayers come from states such as Ohio, California, Utah, Michigan, Iowa, Oklahoma, Arizona, Colorado, Arkansas, South Dakota, Minnesota, Illinois, Texas, North Carolina and Georgia, and from the Canadian province of Alberta, and the West Midlands of central England. The mason competitors who were the 1st Place and SPEC MIX TOP CRAFTSMAN winners of the 2007 SPEC MIX BRICKLAYER 500® will also be returning to defend their titles.

Stall #	Mason	Tender	Location
1	Mike Boll	Ken Huizenga	St. Charles, IL
2	Justin Jakubisin	Damian Miller	Broadview Heights, OH
3	Phillip Veal	Adam Fields	Jonesboro, AR
4	Jim Meffer	Rodney Popour	Manistique, MI
5	Ryan Foley	Cory Foley	Hayti, SD
6	Mike Hendrickson	Shane Barclay	Deerwood, MN
7	Lupe Marquez	Santos Gorrostieta	Garland, TX
8	Art Canez	Lupe Salcido	Phoenix, AZ
9	Alejandro Lopez	Martin Lopez	Austin, TX
10	Dave Moyle	Pat Pope	Manchester, IA
11	Garrett Hood	Kevin Hallman	Monroe, NC
12	Mick Daffern	Nigel Jackson	Wolverhampton, England
13	Joe Vanek	Bob Vanek	Monee, IL
14	Tim Boll	Dave Westerveld	St. Charles, IL
15	Scott Tuttle	Brian Tuttle	Clearfield, UT
16	Dave Dancer	Travis Mills	Sacramento, CA
17	Ray McDermott	Leo Mullen	Lakewood, CO
18	Jeff Neely	Paul Harrison	Oklahoma City, OK
19	Ken Rutley	Ryan McNally	Medicine Hat, Alberta, Canada
20	Bill Morrisette	Alfredo Garcia	Rock Spring, GA

Continued

The 2008 SPEC MIX BRICKLAYER 500® National bricklaying championship decides, "Who is the World's Best Bricklayer?" This timed, 60 minute competition is being held on Wednesday, 1:30 AM CST, January 23rd, 2008, in the Masonry Construction's Challenge Arena, located in the Gold Lot, at the 2008 World of Concrete / World of Masonry trade show. This is the largest annual construction trade show in the world. It is held once a year at the Las Vegas Convention Center, in Las Vegas, Nevada. Last year the 2007 official attendance at this four day show set a record with over 92,000 paid attendees.

The 2008 SPEC MIX BRICKLAYER 500 National is a bricklaying competition comprised of the best bricklayers in the world. Twenty, 2-man teams made up of a mason, and mason tender, compete to lay the most bricks while meeting strict defined quality standards. The competition has the largest winner's purse of any masonry competition. The competitors compete for well over \$150,000 in cash and prizes before a crowd of 4,500 spectators. Admission to the SPEC MIX BRICKLAYER 500® National is FREE!

Established to showcase the skill and craftsmanship of masonry, the general description of the competition is as follows: The contest requires all masons to meet the quality standards of the event. They have 60 minutes to complete their 26 foot, double wide brick wall. The competition has four awards, 1st, 2nd, and 3rd place are based on the highest brick count meeting the quality standards. The 4th award, the SPEC MIX TOP CRAFTSMAN® is for the most sellable wall over 500 brick. This award is the second most coveted award at the event, and has the second highest award purse.

For more details about this event go to www.specmixbricklayer500.com **This is the web site that will offer a FREE, LIVE webcast connection of the 2008 SPEC MIX BRICKLAYER 500® National while it is being held in Las Vegas.** Broadcast coverage will begin one half hour before the start of the competition which will start Wednesday, January 23rd, 2008, at 11:30 AM PST, 12:30 PM MST, 1:30 PM CST, 2:30 PM EST, and 7:30 PM London time.

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: Please respect all legal trademarks for trade use. In print, the correct way to refer to the competition event is the 2008 SPEC MIX BRICKLAYER 500® National, case use as shown. The award titles for SPEC MIX TOP CRAFTSMAN®, and SPEC MIX TOUGHEST TENDER®, 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 2008 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. If being used for mass media news or editorial use, we ask that the full term be used at least once at the beginning of the article, there after, “event or competition” would be acceptable terms. Please do not cut, rename or edit the legal trademark 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, contact the name listed below.

For further information about this press release contact:

Regards,

Jeff Farmakes
SPEC MIX®, Inc.
Marketing Communications
O 651-905-8109
C 612-750-2924
E jfarmakes@specmix.com

SPEC MIX®, Inc.
2025 CENTRE POINTE BLVD
MENDOTA HEIGHTS, MN 55120