



SPEC MIX BRICKLAYER 500[®]

PRESS RELEASE

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DATE: 1/28/2010

FOR IMMEDIATE RELEASE:

FROM: SPEC MIX[®], Inc.

Contact: Jeff Farmakes, 651-994-7120 - for more information regarding this event.

The 2010 SPEC MIX BRICKLAYER 500[®] National Bricklaying Championship Competitors Finalized

LAS VEGAS, NV — The final selection of the 2010 SPEC MIX BRICKLAYER 500[®] National bricklaying championship competitors has been finalized. This year's competition is made up of winners from 13 regional bricklayer events that were held in the US & Canada. Competition bricklayers come from states such as Ohio, California, Washington, Wisconsin, Iowa, Utah, Kentucky, Colorado, Illinois, Texas, and North Carolina, and from the Canadian provinces of Alberta, and Ontario the 2009 SPEC MIX BRICKLAYER 500[®] winner will also be returning to defend his title.

| Stall # | Mason | Tender | Location |
|----------------|-------------------|------------------|-------------------------------|
| 1 | Tyke Mangum | Dan Hallman | Monroe, NC |
| 2 | Brad Riordan | Robert Waite Jr. | Dyer, IN |
| 3 | Trint Pierce | Trent Davies | Spanish Fork, UT |
| 4 | Scott Tuttle | Brian Tuttle | Clearfield, UT |
| 5 | Justin Jakubisin | Aaron Cooke | Hudson, OH |
| 6 | Travis Taylor | Richard Taylor | Nancy, KY |
| 7 | Jeff Burton | Raymond Burton | Cincinnati, OH |
| 8 | Phil Evans | Aaron Parrott | Marysville, WA |
| 9 | Joseph Vanek | Bob Vanek | Oak Forest, IL |
| 10 | Ken Rutley | Adam Giesbrecht | Medicine Hat, Alberta, Canada |
| 11 | Dave Moyle | Pat Pope | Manchester, IA |
| 12 | Jake Brock | Jason Bennett | Ft. Atkinson, WI |
| 13 | Gary Chappell Sr. | Lamal O'Neil | Raleigh, NC |
| 14 | Graziano Comin | Kristopher Comin | Hamilton, Ontario, Canada |
| 15 | Steve Moyle | Shad Finley | Manchester, IA |
| 16 | Bob Boll | Paul Boll | Littleton, CO |
| 17 | Adam Vaske | Don Vaske | Strawberry Point, IA |
| 18 | Lupe Marquez | Jose Casas | Garland, TX |
| 19 | Robert Miller | Antonio Salto | Fresno, CA |
| 20 | Garrett Hood | Kevin Hallman | Monroe, NC |

Continued

The 2010 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, February 3, 2010, in the Masonry Construction’s Challenge Arena, located in the Gold Lot, at the 2010 World of Concrete / World of Masonry trade show. The event is kicked off with the SPEC MIX TOUGHEST TENDER contest that challenges the 20 mason tenders to set up the bricklaying station as quickly and accurately to meet the specifications outlined. With \$2,500 cold cash on the line, this contest is truly an incredible test of human endurance. 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 2009 official attendance at this four day show set a record with over 65,000 paid attendees.

The 2010 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 strictly defined quality standards. The competition has the largest winner’s purse of any masonry competition. The competitors compete for well over \$100,000 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 wythe 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 2009 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, February 3, 2010, at 11:30 AM PST, 12:30 PM MST, 1:30 PM CST, 2:30 PM EST, and 7:30 PM London time.

EVENT SPONSORS

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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 2010 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 2010 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, thereafter, "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.

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