



SPEC MIX BRICKLAYER 500® REGIONAL PRESS RELEASE

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August 18, 2010

FOR IMMEDIATE RELEASE:

FROM: SPEC MIX®, Inc.

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

SPEC MIX, Inc. releases 2010 SPEC MIX BRICKLAYER 500® Regional Schedule

MENDOTA HEIGHTS, MN — SPEC MIX®, Inc., has released the 2010 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 Regional's 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 Regional's 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.specmixbricklayer500.com/documents/2010_bi500_rules.pdf They have 60 minutes to complete their 26 foot, double wythe brick wall http://www.specmixbricklayer500.com/documents/2010_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 2011 SPEC MIX BRICKLAYER 500 National will be held at the Masonry Construction's Challenge arena during the 2011 World of Concrete/ World of Masonry trade show and is tentatively scheduled for Wednesday, January, 19, 2011.

2010 SPEC MIX BRICKLAYER 500 Regional Schedule

1. SPEC MIX BRICKLAYER 500 Regional — Ohio

- Date: August 7, 2010
- Licensee: QUIKRETE Cincinnati
- Location: QUIKRETE Cincinnati – 5425 Kilby Road – Harrison, OH 45030
- Contact: Brian Tillett (513) 615-4986 or Patrick O'Toole (216) 513-9502
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

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

- Date: September 10, 2010
- 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

3. SPEC MIX BRICKLAYER 500 Regional — Chicago

- Date: September 17, 2010
- 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 — Colorado

- Date: September 18, 2010
- 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

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

- Date: September 24, 2010
- 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

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

- Date: October 9, 2010
- Licensee: QUIKRETE North Carolina
- Location: QUIKRETE North Carolina – Highway 74 West – Peachland, NC 28133
- Contact: Jason Stutts (704) 287-8551
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

7. SPEC MIX Bricklayer 500 Regional – Tulsa, Oklahoma

- Date: October 14, 2010
- Licensee: QUIKRETE Tulsa
- Location: Tulsa Technology Center – 3420 South Memorial Drive – Tulsa, OK 74147
- Contact: Carson Wann – (918) 230-6124
- Time: 11:00 AM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

8. SPEC MIX BRICKLAYER 500 Regional — Northern California

- Date: October 16, 2010
- 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 – Kitchener, Ontario

- Date: November 2, 2010
- Licensee: QUIKRETE Ontario
- Location: Conestoga College – 108 University Avenue East – Waterloo, Ontario N2J 2W2
- Contact: Dean Garbutt (519) 240-7265
- Time: 5:00 PM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

10. SPEC MIX BRICKLAYER 500 Regional – Florida

- Date: November 5, 2010
- Licensee: QUIKRETE Lakeland
- Location: QUIKRETE Lakeland – 4230 Maine Avenue– Lakeland, FL 33801
- Contact: Ryan Coyne (404) 702-5944 or Bryan Pinder (305) 684-0967
- Time: 1:00 PM
- SPEC MIX Manager: Nick Blohowiak (920) 737-3856

11. SPEC MIX BRICKLAYER 500 Regional – Calgary, Alberta

- Date: November 5, 2010
- 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

This 2010 SPEC MIX BRICKLAYER 500 Regional schedule content is subject to change without notice at the discretion of SPEC MIX, Inc. Additional Regional's may be added to the schedule. For the most current schedule information go to:
www.specmixbricklayer500.com

To view a promotion video of the 2010 SPEC MIX BRICKLAYER 500 National competition go to:
<http://www.smb1500.com/smb1promo/>

SPEC MIX® is a national source for high quality; factory produced cementitious products for the construction industry. With more than 54 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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