

CertainTeed to Be Exclusive Distributor of QuietRock® in Canada

Drywall Leader Makes Major Commitment to Innovative Soundproof Drywall Product

SUNNYVALE, Calif.—May 27, 2008--Serious Materials announced it has entered into an agreement with CertainTeed, North America's leading manufacturer of interior and exterior building products, to be the exclusive distributor of QuietRock® soundproof drywall in Canada.

"QuietRock is the industry's most cost-effective, high performance noise reducing wallboard product", said Guillaume Texier, General Manager of CertainTeed Gypsum Canada. "Our customers expect us to listen and quickly respond to their needs and QuietRock is yet another market innovation we've been able to bring to them."

"CertainTeed will help expand the customer base for QuietRock in Canada," said Steve Weiss, vice president of marketing, Serious Materials. "The company's vast network of dealers, superb sales force and overall excellent market reputation will be a real benefit to builders, developers, architects and contractors."

QuietRock soundproof drywall provides an easy, reliable way to build walls with great acoustic performance, at the lowest total cost compared to alternatives. The result has been 30,000 successful projects, over 90% market share in the category, and a long list of product and company awards. QuietRock has numerous fire-rated assemblies with UL and ULC approval.

For additional product information and how to order in Canada, call 1-800-268-5425 (English) or 1-800-567-9513 (French).

For more information on QuietRock, please see www.QuietRock.com.

About Serious Materials

Serious Materials develops and manufactures sustainable green building materials that dramatically reduce the impact of the 'built environment' on the climate. Voted top product at the 2008 Global Gypsum conference, #1 at Cleantech Forum XII and winner of the first Aspen Institute award for innovation in Corporate Energy Conservation, the company has also been recognized by TIME/CNN, Fortune, Business Week, AlwaysOn, Red Herring and more as one of the most promising green companies. QuietRock soundproof drywall reduces material use, enhances livability, and supports denser, more sustainable urban construction.

About CertainTeed

Through innovation and creative product design, CertainTeed has helped shape the building products industry for more than 100 years. Founded in 1904 as General Roofing Company, the firm made its slogan "Quality Made *Certain*, Satisfaction *Guaranteed*," which quickly inspired the name CertainTeed. Today, CertainTeed is North America's leading brand of exterior and interior building products, including roofing, siding, windows, fence, decking, railing, trim, foundations, pipe, insulation, gypsum, ceilings and access covers.

Headquartered in Valley Forge, Pa., CertainTeed and its affiliates have more than 7,000 employees and more than 70 manufacturing facilities throughout the United States and Canada. In 2007 the group had consolidated sales of more than \$3 billion. www.certainteed.com.

Contacts

Serious Materials

Steve Weiss, 408-541-8055

sweiss@seriousmaterials.com

PR@vantage

Jason Aiken, 415-984-1970 ext. 110

jaiken@pr-vantage.com

CertainTeed Gypsum

Amy Lee, 813-286-3932

Amy.lee@saint-gobain.com