



FOR IMMEDIATE RELEASE:

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General Shale to Host Customer Appreciation Event at Johnson City Showroom on Saturday

JOHNSON CITY, Tenn. — General Shale, the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials, is holding a Customer Appreciation Day at its outdoor living showroom, located at 3015 Bristol Highway in Johnson City.

Scheduled for Saturday, Oct. 18, from 9 a.m. to 2 p.m., the public is invited to attend the event, which will provide a first-hand look at General Shale's outdoor living products, along with an opportunity to interact with installers and representatives from local landscaping companies. Customers will receive a 15 percent discount on all outdoor living products, including pavers and retaining walls. The discount also applies to products already marked as clearance items.

During the event, General Shale will be partnering with The Humane Society of Washington County (Tennessee) and the Washington County-Johnson City Animal Shelter to help find suitable homes for dogs and cats that are available for adoption. Both nonprofit organizations will be onsite with adoptable pets, and customers who bring donations of blankets or food for The Humane Society of Washington County will receive an extra five percent off all General Shale outdoor living products.

In addition, those who bring items for the Washington County-Johnson City Animal Shelter will be eligible to register to win a four-day, three-night trip to a destination of their choice, courtesy of General Shale and WJHL.

"We are excited to introduce our outdoor living products to our Tri-Cities friends, neighbors and customers," says Charles Smith, president and CEO of General Shale. "For those considering home-improvement projects that will extend their living spaces outdoors, this is a great time to purchase outdoor living products at a reduced price. Our experienced staff is available to assist with design ideas, installation advice and product choices."

According to Smith, two key factors differentiate General Shale products from the competition: (1) The general public may purchase all of the company's products directly, and (2) all General

Shale products are professional grade, the same products purchased by building contractors and landscaping companies.

Normal business hours for the Johnson City showroom are 8 a.m. to 5 p.m., Monday through Friday. Richard Baker is the regional sales manager.

ABOUT GENERAL SHALE

General Shale is one of North America's largest brick, stone and concrete block manufacturers, supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects. These materials include brick, thin veneers, stone, outdoor living kits, concrete block and various building materials, which include Arriscraft® Stone Products. The company offers an endless array of sizes, colors and textures to complete any building project. With a life cycle of more than 100 years, the sustainability of brick is the company's commitment to responsible stewardship.

Throughout the U.S. and Canada, General Shale operates manufacturing facilities in nine states and provinces, in addition to a network of more than 40 retail showrooms and over 300 affiliated distributors across North America. In 1999, General Shale grew even stronger when it joined Wienerberger AG of Vienna, Austria, the world's largest brick manufacturer.

General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.