

Headquartered in Johnson City, Tennessee, General Shale maintains a retail location at 2076 Whitten Road in Memphis.



FOR IMMEDIATE RELEASE:

July 24, 2014

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General Shale Contributes to St. Jude Dream Home Giveaway in Memphis

MEMPHIS, Tenn. – General Shale, a longtime provider of brick for high-quality commercial and residential projects throughout the nation, contributed building products for the 2014 St. Jude Dream Home Giveaway in Memphis.

Headquartered in Johnson City, Tennessee, General Shale is the North American subsidiary of Wienerberger AG and a leading manufacturer of brick, one of the world's oldest green building materials.

General Shale provided more than 5,000 square feet of brick for the 4,115-square-foot home, along with thin brick, mortar and masonry sand. These products were used on the exterior of the brick residence, as well as in several areas of the home's interior and outdoor living space. The home, which took nearly five months to complete, has an estimated value of \$500,000 and is located in Canterbury Manor subdivision in Eads, Tennessee. The winner of the Giveaway, Robert Clark of Memphis, was presented with the new home in June.

The St. Jude Dream Home Giveaway is among the largest single-event fundraisers for St. Jude's Children Research Hospitals. Since the first Dream Home Giveaway in 1991, the program has raised more than \$260 million. The 2014 program includes more than 30 St. Jude Dream Home Giveaways throughout the U.S., including Memphis.

"General Shale is proud to be a sponsor of the St. Jude Dream Home in Memphis, and we are delighted to have been a part of such a worthy cause," says Charles Smith, General Shale president and CEO. "The high-quality masonry products used in this project will provide long-lasting beauty and sustainability for this special residence."

ABOUT GENERAL SHALE

General Shale is North America's largest brick, stone and concrete block manufacturer, 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. 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 50 distribution centers across the country. General Shale was founded in 1928 and is headquartered in Johnson City, Tennessee. For more information, visit www.generalshale.com.

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