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General Shale Acquires Watsonstown Brick Company, Extending Company's Presence into Northeastern U.S.

JOHNSON CITY, Tenn. — General Shale, a leading U.S. manufacturer of brick, announces that it has signed an agreement to acquire 110-year-old Watsonstown Brick Company, producer of some of the most traditionally crafted brick products in the U.S., at the end of this year.

The acquisition adds a unique, high-quality brick line to General Shale's extensive masonry products, and expands the company's presence in the Eastern United States and Canada.

Headquartered in Watsonstown, Pennsylvania, Watsonstown Brick Company is a third-generation manufacturer that produces a variety of face, thin and molded bricks, along with high-quality pavers, in a wide range of colors, sizes and shapes. The company initially produced street pavers, which were used on city streets throughout the Northeast, and grew its product line to include residential, commercial and architectural brick products. Today, Watsonstown Brick employs approximately 50 individuals and operates three production plants that manufacture 92 million brick units annually.

"We are excited to bring this outstanding company into the General Shale group as this acquisition will only strengthen our position as a leader in the U.S. brick industry," says Charles Smith, president and CEO of General Shale. "Watsonstown Brick will expand General Shale's presence throughout the Northeast and fortify our strong commercial and architectural platform, providing the opportunity for potential growth in new markets and for future consolidation. Both of our companies are dedicated to maintaining our solid customer and distributor relationships as this will only improve our ability to better serve our customers. We are pleased to welcome Watsonstown Brick into the General Shale family."

Going forward, Watsonstown Brick Company will retain its name as a subsidiary of General Shale. Mike Fisher, former owner of Watsonstown Brick, will serve the company in an advisory capacity.

ABOUT GENERAL SHALE

Celebrating its 90th anniversary in 2018, General Shale is one of North America's largest brick, stone and concrete block manufacturers. The company offers an endless array of sizes, colors and textures in a wide variety of masonry materials to complete any residential, commercial or specialty architectural project. These materials include brick, thin masonry, stone, outdoor living products, concrete block and various building materials, which include Arriscraft® Stone and Pipelife Jet Stream products.

Throughout the U.S. and Canada, General Shale operates 37 sales and manufacturing facilities, in addition to a network of more than 300 affiliated distributors across North America. The company grew even stronger in 1999 when it joined Wienerberger AG of Vienna, Austria, the world's largest brick manufacturer. With a life cycle of more than 100 years, the sustainability of brick is General Shale's commitment to responsible stewardship.

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

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