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## CUSTOM BUILDING PRODUCTS FEATURED IN SMASH HIT SHOW
### *EXTREME MAKEOVER: HOME EDITION*

SEAL BEACH, Calif. – November 3, 2011 – Custom$^®$ Building Products, known as the leading provider of stone and tile installation systems in North America, was proudly featured in this past week's episode of the ABC smash hit reality TV show, *Extreme Makeover: Home Edition.* The show is known for providing dramatic home renovations, performed in seven days, to deserving families who are experiencing hardship or tragedy. Custom's tile installation system was selected for the project because of the reputation and reliability of its products, and because it offers products such as ProLite® Rapid Setting Tile and Stone Mortar that are designed specifically to perform under demanding conditions and timeframes.

The project, located in Medford, Ore., features a dilapidated home belonging to C.J. and Lindsay McPhail, who have devoted their lives to an organization that provides support for children with devastating medical conditions. These parents now find themselves in need of help as they raise their three children, including two young sons with autism. Their home, situated on a 50-acre property that is adjacent to Lindsay's parents, must be rebuilt from the ground up by the *Extreme Makeover: Home Edition* team.

Plans for the new home include extensive use of porcelain, glass and ceramic tile, and natural stone, totaling approximately 1,000 square feet. Tile contractor Herbert Meierl of Herbert Meierl Tile, Rogue River, Ore., was selected by general contractor Ark Built Renovations to direct the entire installation, which included three bathrooms, a laundry room, and a kitchen backsplash. The timeframe for the entire installation was just 10 hours. Herbert Meierl immediately consulted with Custom Building Products Technical Sales Representative Tom

DeNure to determine an installation system that could be used throughout the project, would cure quickly enough to meet the demands of timeframe, and would provide long-lasting performance for the McPhail family.

Tom recommended a system using ProLIte® Rapid Setting Tile and Stone Mortar, Prism® SureColor® Grout, and Custom's new Uncoupling Mat Mortar with an uncoupling mat underlayment.  ProLite RS, Custom's medium bed rapid-setting mortar, has a technologically advanced lightweight formula that delivers the performance needed in such a demanding environment on a challenging fast-track schedule.  Prism SureColor Grout was specified for several reasons:  it is walkable in just four to six hours, the color is completely consistent with no shading, regardless of environmental conditions, and Prism creates dense grout joints that can range in size from 1/16-inch to 1/2-inch.

"I have worked with Custom products, and with Tom, many years, and knew that Custom was the only choice for this difficult, high-profile project.  They are an innovative company with superior, high-performance products, which they support with hands-on technical expertise," said Herbert Meierl.  "Tom was with us on-site as part of the team for the entire 10 hours, which was critical to our success."

The installation itself took place overnight, on a single 10-hour shift.  During the process, described by Tom as "controlled and well-orchestrated chaos", the tile team had to work with – and around – at least 18 other teams who were responsible for doors, cabinetry, windows and other construction elements in the home.  Within 90 minutes of laying the floor tile, contractors were able to lay planks and walk on the installation without causing any damage.  "One of the most critical keys to success in this case was having the right products specified and installed correctly," said Tom.  "There was absolutely no room for error, and our products performed exactly as they were designed to."

Tiling the shower stalls in both the master and the secondary bath proved a little unorthodox, because shower pans were specified for the floor-to-ceiling stalls, and could not bear the weight of a ladder.   Because the installers were using ProLite RS, they were able to remove the pan temporarily, place a ladder in the stall, and tile the shower from the top down, without slippage.  Once the tile was down to within arm's reach, the ladders were removed, the shower pans replaced and the remainder of the tile was installed.

"It was a privilege to be involved in this project, with some of the finest construction professionals in our industry coming together to make a difference for a wonderful family who has spent so much time giving to others.  It's an experience I will never forget," said Tom.

**About ABC-TV's "*Extreme Makeover: Home Edition*"**

The Emmy award winning reality program "**Extreme Makeover: Home Edition,"** now in its 9th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. Episodes air Friday nights from 8:00 – 9:00pm, ET on ABC.

**About Custom Building Products**

Custom® Building Products is widely recognized as a leading manufacturer of tile and stone installation systems for the North American market.  The company's product brands, including WonderBoard® backerboards, Prism® SureColor® and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and AquaMix® maintenance products, and SuperiorBilt® tools are considered the most popular and most trusted by industry professionals.  Custom Building Products continually raises the standards for the tile and stone industry through its commitment to provide performance driven installation systems and support.

Custom's Web site offers comprehensive resources including product and warranty information, installation specifications and technical support.  For more information on the company's broad family of quality tile and stone installation products, please call (800) 272-8786 or visit www.custombuildingproducts.com.

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