For Immediate Release

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Belgard® Hardscapes Expands Product Offering, Services to Florida Contractors

Oldcastle® Architectural Acquires Hanson Hardscapes

ATLANTA, Sept 4, 2012 – Oldcastle® Architectural, America's largest manufacturer of building products, has significantly expanded its range of Belgard® Hardscapes products and services to contractors throughout Florida with the acquisition of Hanson Hardscapes, a division of Hanson Building Products North America.

"The acquisition and integration of Hanson Hardscapes into our business operations is a win-win for Belgard Hardscapes and the Florida contractor community," said Matt Lynch, President of Coastal an Oldcastle Company, which manufactures and distributes Belgard Hardscapes in Florida. "We will expand our geographic coverage in the state, offering a stronger mix of innovative products and resources to help our contractor clients grow their businesses."

The acquisition also results in the integration of Hanson's facemix process to Coastal. Additionally, former Hanson contractors will have the opportunity to become Belgard Authorized Contractors and take advantage of a wide range of business-building resources offered by Belgard. Resources include the Belgard Preferred Payment Program with same-as-cash financing options for homeowners; online design resources for homeowners and professionals; Belgard University's continuing education courses; Belgard's Lifetime warranty; and Belgard Hardscapes' comprehensive national and local consumer marketing initiatives.

"Belgard has elevated the hardscapes business to a very professional level in Florida, both in how they do business and how they help you do business," said Paul Engel of Gulfstream Hardscape, a Belgard Authorized Contractor in Vero Beach, Fla.

Engel also is certified as a Belgard Master Craftsman, which he says provides instant credibility with his customers.

"I first became a Belgard Authorized Contractor because of their reputation, product assortment and sales support, and now they are an integral part of my business success," Engel said. "They helped me design a great website, and now I'm using tools like the Preferred Payment Plan and their online visualizer – it all makes it really easy to work with homeowners and show them the potential for their projects."

The acquisition of Hanson Hardscapes includes nine facilities in Florida, Michigan and Ontario. In Florida, Hanson's Haines City, Lehigh Acres and Pompano Beach locations strategically extend Belgard's geographic footprint and capacity to Florida's southeast and southwest coastal communities and offer time-tested operations that complement Belgard's commitment to quality and research and development.

About Belgard Hardscapes

Since 1995, Oldcastle® has set the standard for innovative outdoor hardscapes with the Belgard® collection of paver and wall products. Offering a versatile range of styles - in antiqued, classic, and natural textures - premium Belgard products are found in America's finest homes and dream homes. When quality matters - Choose Belgard. 1-877-Belgard (235-4273). For additional information and product offerings from Belgard Hardscapes by Oldcastle, visit www.belgard.biz.

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