For Immediate Release

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Belgard® Hardscapes Brings Ballots and Bike To Hardscape North America

Oct. 24-26 National Conference Includes Hardscapes "Election," Harley-Davidson® Giveaway and New Product Launches

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October 19, 2012 – Belgard® Hardscapes will be in full force at the 2012 Hardscape North America (HNA) Show October 24-26 in Louisville, Ky., featuring new product introductions, an election-style contest and activities at its indoor and outdoor booths, and the giveaway of a Harley-Davidson® Sportster.

"The 2012 HNA show will be our biggest and best yet," said Ken O'Neill, vice president of marketing for Belgard Hardscapes. "We have a lot to share with our customers and will make the Belgard booth a must-see with our new product showcase.

"We're also making sure our customers have a great time while at HNA through a series of special events at our booth, including our own presidential election for the President of Hardscapes and one lucky voter will ride home in style on a Harley-Davidson motorcycle," he said.

At HNA, which is held in conjunction with the GIE+Expo, Belgard will exhibit at booth 1216 inside the Kentucky Exposition Center and at the adjacent outdoor demo area at booth 7452D, where visitors can get a taste of new products and fresh pizza cooked on a Chicago Brick Oven.

Race for the Outdoor Space

Belgard invites contractors and distributors to take a stand at HNA in the Race for the Outdoor Space, a Belgard-created, election-style contest that showcases the different ways in which Belgard Hardscapes can improve and enhance outdoor spaces. In the first-

ever hardscapes election, three Belgard candidates, representing the Wall Party, Paver Party, and Permeable Paver Party will square off in hopes of winning votes for the title of President of Hardscapes, the highest ranking unofficial official elected by true popular vote for the hardscapes industry.

Voting will take place Friday, Oct. 26 from 9 a.m. – noon at the Belgard indoor booth. For those not attending HNA, absentee voting will take place online at the Belgard Hardscapes Facebook page. The new President of Hardscapes will be announced on Friday, Oct. 26 at approximately 1 p.m. at the Belgard indoor booth.

For additional information on the Race for the Outdoor Space election, visit www.belgard.biz/hna.

Harley-Davidson Sportster Giveaway

As part of the Race for the Outdoor Space contest, Belgard is giving one attendee the chance to win a brand new Harley-Davidson Iron 883 motorcycle. Attendees who register to vote in the Race for the Outdoor Space at Belgard's outdoor booth (7452D) can take their completed voter registration card to Belgard's indoor booth (1216), where they'll be entered for a chance to win the Harley-Davidson Sportster. The winner will be announced at 3 p.m. Friday after the election Victory Party.

New Product Introductions

This year's HNA attendees will get a first look at some of Belgard's newest products, including Medina Slab™, Durham Stone™ and Mega-Tandem™ Wall.

Medina Slab pairs sleek, contemporary style with modern durability and design innovation. This four piece modular slab features large scale units and a smooth finish, providing increased area coverage with fewer pieces and giving every outdoor space a grand appearance. Medina Slab is regionally available with plans to expand nationwide soon.

Durham Stone by Belgard is a three piece modular slab featuring Belgard's largest scale units to date. Offered in multiple finishes, including slate, polished and bush hammered, Durham Stone creates a look unparalleled in the market. Durham Stone™ will be released in 2013 in limited regions.

Belgard is launching the newest innovation in segmental retaining wall design with Mega-Tandem Wall. Mega-Tandem can be used for residential or commercial applications. Walls may be built up to 10-feet high without reinforcement and 25-feet

high with reinforcement. The face of Mega-Tandem has a texture reminiscent of natural stone. The front veneer panels are attached by connecting members to a back panel and the wall system is filled with net aggregates for structural integrity. Design versatility allows for radiuses and right angle corners with 2.5 degree setback. Mega-Tandem will be released in spring 2013.

Demonstration

Belgard Hardscapes will participate in a permeable paver demonstration Friday at 11 a.m. near Booth 7452D in partnership with Aqua Paving, Decorative Paving and Pave Tech. Belgard donated Aqua-Bric Type 4 and Aqua-Bric Loc for the creation of a 5,000 square-foot permeable pavement area at which Belgard Hardscapes' Chuck Taylor will explain the function and benefits of permeable pavers. The Louisville Fire Department will be on site to release at least 1,800 gallons of water onto the space while Taylor remains available for questions and answers.

Built the week prior to the GIE + HNA Conference the new area will remain a permanent addition to the Kentucky Expo Center.

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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