For Immediate Release

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Belgard® Hardscapes Launches Contest Featuring Coach Holtz's New Driveway Pavers

Contestants Guess the Number of Pavers To Win A Chicago Brick Oven

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Atlanta, Ga. – December 20, 2012 – Belgard® Hardscapes and Coach Lou Holtz are celebrating Notre Dame's contention for the national football championship with a Facebook contest that invites fans to guess how many Belgard pavers are in Coach's new driveway for a chance to win a Chicago Brick Oven.

The contest showcases Coach Holtz's new Belgard Hardscapes driveway, which in promotional materials is shown being painted in Notre Dame blue and gold for school spirit. Contestants are invited to guess how many pavers Coach Holtz will have to paint before the January 7, 2013 championship game. Contestants should visit Belgard's Facebook page, where they can view a video that shows Coach's driveway and enter their guesses; contestants can visit each day for hints and to make a new guess.

"Coach Holtz is well known for his enthusiasm and passion, and we're excited about the chance to bring together that energy, the national championship game, and his choice of Belgard pavers for his home's driveway," said Ken O'Neill, vice president of marketing for Belgard Hardscapes, whose pavers come in a wide range of styles and colors for driveways, walkways, and outdoor living spaces.

The Holtz family upgraded their driveway, front courtyard and parking area using Belgard Hardscapes Holland Stone this year, adding to the curb appeal of their Mediterranean-style home.

"Belgard Hardscapes is number one in my book," said the legendary Coach Holtz, who led Notre Dame's football program from 1986-1996. The university erected a statue in his honor in 2006. Known as a motivator and disciplinarian with a keen eye for the game of football and a great sense of humor, Coach Holtz today is a regular commentator on ESPN and is affectionately known as "Coach."

The contest runs December 20, 2012 through January 7, 2013. The person with the closest guess to the actual number of Belgard pavers used on Coach Holtz's driveway will win the grand prize of a Chicago Brick Oven, courtesy of Belgard, and a Belgard Outdoor Cooking Starter Kit, so they can enjoy tailgating in their own outdoor space. The first runner-up prize is a Lou Holtz-autographed Notre Dame t-shirt with Belgard Outdoor Cooking Starter Kit, and second runner-up prize is a Belgard Outdoor Cooking Starter Kit. Contestants who forward the contest to a friend will be entered for a chance to win a Notre Dame Grill Set.

For a complete set of rules, visit www.Facebook.com/BelgardHardscapes.

About Belgard® Hardscapes

Belgard® Hardscapes, part of Oldcastle® Architectural, offers a complete collection of paver and wall products for outdoor living spaces, walkways, driveways, parking areas and retaining walls. Available in a range of styles, premium Belgard products have been found in America's finest homes and award-winning commercial and retail properties since 1995. For more information or a complimentary Idea Book, visit www.Belgard.biz or call 1-877-Belgard (235-4273). Find more inspiring outdoor space ideas at www.Facebook.com/BelgardHardscapes.

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