



FOR IMMEDIATE RELEASE
September 14, 2010

General Shale's Spring City Plant Adds Thin Rock Production

JOHNSON CITY, Tenn. — General Shale Brick's manufacturing plant in Spring City, Tenn., begins its second year of operations on a solid foundation. The plant, which opened in August 2009, will add thin rock products to its line of residential brick styles and colors on Oct. 1, 2010.

Three new products will be initially introduced – Tennessee Field Stone, Meadow Creek and Walden Ridge.

“We continue to offer innovative products to better serve our customers,” says General Shale President and CEO Dick Green. “Thin rock is growing in popularity as a design feature on new homes, and it complements our brick styles. As the economy moves forward and the construction industry rebounds, we expect this market segment to expand along with it.”

The production of thin rock at Spring City is an expansion of General Shale's existing thin rock production that uses quarries in Oklahoma and Colorado to serve all of North America. The Spring City operation uses rock from local quarries to produce thin cuts for easy installation. The Spring City plant features a state-of-the-art sawing operation that ensures consistent quality and precise corners in rock building materials.

“Adding new choices for our customers is also beneficial for our employees because it means increased job security,” says Bill Alvis, plant manager at General Shale in Spring City.

General Shale Brick is one of the leading exterior building materials manufacturers in the United States – offering more than 250 types of brick in a full range of colors and textures as well as special shapes and details, a variety of landscaping materials, concrete masonry units and brick sculptures. Founded in 1928, the company operates manufacturing facilities throughout the United States and Canada. General Shale's parent company, Wienerberger AG, is the largest brick company in the world. Wienerberger is headquartered in Vienna, Austria.

– end –

**For more information, contact Bob Propes,
Director of Promotions and National Accounts,
at 423-282-4661 or Bob.Propes@generalshale.com.**