

General Shale Brick

Building The American Dream[®]

FOR IMMEDIATE RELEASE
July 7, 2011

Contact Information
Dawn Duncan
(423) 282-4661
dawn.duncan@generalshale.com

General Shale Earns Top Safety Awards from North Carolina Labor Department

JOHNSON CITY, Tenn. — General Shale Brick, the North American subsidiary of Wienerberger AG and a leading manufacturer of one of the world's oldest green building materials, was recently recognized by the North Carolina Department of Labor (NCDOL) for excellence in maintaining safety records and promoting health and safety in the workplace.

General Shale Brick's distribution center in Charlotte, N.C., was one of four sites that received 2010 safety awards at the NCDOL's annual awards ceremony in Charlotte in May. Distribution centers in Charlotte and Wilmington, N.C., and the company's brick manufacturing facility in Moncure, N.C., all received gold awards. In addition, General Shale's concrete products manufacturing facility in Moncure received a silver award. General Shale's operations throughout North Carolina employ a total of 120 people.

"General Shale's health and safety program is a cornerstone of our operations," says General Shale President and CEO Dick Green. "Our people are our most important resource, and this award underscores the value we place on their health and safety. We congratulate our employees in these North Carolina operations for their tremendous efforts in achieving this outstanding level of performance."

The NCDOL's safety awards program recognizes both private and public firms that achieve and maintain good safety records. Cherie Berry, North Carolina Commissioner of Labor, announced the winners during ceremonies that take place each spring at 30 locations across North Carolina. Since 1946, the program has sought to stimulate interest in accident prevention and to promote safety by providing incentives to employers and employees to maintain a safe, healthful workplace.

To qualify for a NCDOL gold or silver safety award, a company must (1) have had no fatalities during the calendar year at the site and (2) have maintained an incidence rate at least 50 percent below the average for its industry group. The gold award is based on the DART (Days Away, Restricted and Transferred) rate, which includes cases of days away from work, restricted activity or job transfer. The silver award is based only on cases with days away from work.

General Shale employees at the Charlotte location had DART and incidence rates of zero during more than 14,000 work hours for the 2010 calendar year. Employees at the Moncure

-more-

General Shale Brick

Building The American Dream®

brick manufacturing facility worked almost 100,000 hours in 2010 without a lost time or restricted-activity-related incident, and the Moncure concrete manufacturing plant had no injuries that resulted in lost time. Wilmington distribution center employees worked more than 15,000 hours without a lost-time incident.

About General Shale Brick

General Shale Brick is America's largest brick, stone and concrete block manufacturer supplying a wide variety of masonry materials for residential, commercial and specialty architectural projects. These materials include brick, thin veneers, stone, outdoor living kits and various building materials. There are approximately 250 distinct combinations of sizes, colors and textures to complete any building project. With a life cycle of more than 100 years, the sustainability of brick is the company's commitment to responsible stewardship.

Throughout the U.S. and Canada, General Shale Brick operates manufacturing facilities in 10 states and provinces, in addition to a network of 35 distribution centers across the country. General Shale Brick was founded in 1928 and is headquartered in Johnson City, Tenn. For more information, visit www.generalshale.com.

– ### –